

**Subject:** Re: Weekly updates

**Date:** Friday, June 2, 2017 at 3:00:56 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer

We're on the same page!

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Friday, June 2, 2017 at 2:58 PM

**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** Weekly updates

FYI, we did not do weekly updates to you during the recent petition stage, since daily communication was involved. Next week will be similar in that we will be in touch often.

We will resume weekly updates the week of June 12th. Some weeks may be quiet/no update, but we'll send a note to that effect.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**

*Planning & Entitlements   Political & Community Outreach   Business Improvement Districts*

**Subject:** RE: South Park BID  
**Date:** Wednesday, May 31, 2017 at 4:16:40 PM Pacific Daylight Time  
**From:** Robin Bieker  
**To:** 'Cyndi Lewis', 'Tara Devine', Ellen Riotto  
**Attachments:** image001.png

Thanks for looking into this Cyndi. As we have now exceeded 51% which was our goal, we will not be bothering Leon with any further requests.

---

**From:** Cyndi Lewis [mailto:cyndi@neman.com]  
**Sent:** Wednesday, May 31, 2017 3:33 PM  
**To:** Tara Devine; Ellen Riotto  
**Cc:** Robin Bieker  
**Subject:** RE: South Park BID

Dear Tara,

We are sorry that we do not know these people. We wish you continued success and thank you for reaching out to our office.

Thank you.

Cyndi Lewis  
Legend Real Estate Management, Inc.  
1525 S. Broadway Street  
Los Angeles, CA 90015  
T: (213) 516-3222 ext. 208  
F: (213) 763-8958  
[cyndi@neman.com](mailto:cyndi@neman.com)

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Tuesday, May 30, 2017 9:38 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>; Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>  
**Subject:** Re: South Park BID

One last try...

Leon: do you know Bennet Mermel and/or Elaine Mermelstein? I believe one of them may own SBS Limited, and Elisa is their registered agent for the property. Elisa executed the last petition, but is it possible you know/reached out to Bennet or Elaine?

Possible number for Mr. Mermel: [310-276-8961](tel:310-276-8961)  
Elisa Keller, registered agent: [310-839-9335](tel:310-839-9335)

Petition reattached for your convenience -- in case you do know Bennet or Elaine.

Tara

On Tue, May 30, 2017 at 1:04 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you for trying! Much appreciated.

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>  
**Date:** Tuesday, May 30, 2017 at 1:00 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>, Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** RE: South Park BID

Unfortunately I did not help get her signature. I do not know the company or the person at all. Sorry I can not help.  
Be well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:2137650100)  
F: [\(213\) 763-8958](tel:2137638958)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Wednesday, May 24, 2017 7:33 PM  
**To:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>; Ellen Riotto

<[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: South Park BID

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.

I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)

I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)

Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,

Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <[leon@neman.com](mailto:leon@neman.com)> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:(213)765-0100)  
F: [\(213\) 763-8958](tel:(213)763-8958)

---

**From:** Robin Bieker [mailto:[robin@biekerco.com](mailto:robin@biekerco.com)]

**Sent:** Wednesday, May 24, 2017 5:25 PM

**To:** Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>

**Cc:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>; 'Tara Devine' <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Subject:** South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker

**Subject:** Re: South Park BID  
**Date:** Wednesday, May 31, 2017 at 3:34:57 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Cyndi Lewis, Tara Devine  
**CC:** Robin Bieker  
**Attachments:** image001.png

Thanks for your help, Cyndi! We really appreciate it.

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

---

**From:** Cyndi Lewis <cyndi@neman.com>  
**Date:** Wednesday, May 31, 2017 at 3:33 PM  
**To:** Tara Devine <tara@devine-strategies.com>, Ellen Riotto <ellen@southpark.la>  
**Cc:** Robin Bieker <robin@biekerco.com>  
**Subject:** RE: South Park BID

Dear Tara,

We are sorry that we do not know these people. We wish you continued success and thank you for reaching out to our office.

Thank you.

Cyndi Lewis  
Legend Real Estate Management, Inc.  
1525 S. Broadway Street  
Los Angeles, CA 90015

T: (213) 516-3222 ext. 208  
F: (213) 763-8958  
[cyndi@neman.com](mailto:cyndi@neman.com)

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Tuesday, May 30, 2017 9:38 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Leon Neman <leon@neman.com>; Robin Bieker <robin@biekerco.com>; Cyndi Lewis <cyndi@neman.com>  
**Subject:** Re: South Park BID

One last try...

Leon: do you know Bennet Mermel and/or Elaine Mermelstein? I believe one of them may own SBS Limited, and Elisa is their registered agent for the property. Elisa executed the last petition, but is it possible you know/reached out to Bennet or Elaine?

Possible number for Mr. Mermel: [310-276-8961](tel:310-276-8961)  
Elisa Keller, registered agent: [310-839-9335](tel:310-839-9335)

Petition reattached for your convenience -- in case you do know Bennet or Elaine.

Tara

On Tue, May 30, 2017 at 1:04 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you for trying! Much appreciated.

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:213-663-1112) | c. [401 439 8147](tel:401-439-8147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>

**Date:** Tuesday, May 30, 2017 at 1:00 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>, Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** RE: South Park BID

Unfortunately I did not help get her signature. I do not know the company or the person at all. Sorry I can not help.

Be well.

Thank you.

Leon Neman

1525 S. Broadway

Los Angeles, CA 90015

P: ([213](tel:2137650100)) 765-0100

F: ([213](tel:2137638958)) 763-8958

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Wednesday, May 24, 2017 7:33 PM

**To:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>

**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: South Park BID

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.

I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)

I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:3108399335)

Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,

Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <[leon@neman.com](mailto:leon@neman.com)> wrote:

| Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:(213)765-0100)  
F: [\(213\) 763-8958](tel:(213)763-8958)

---

**From:** Robin Bieker [mailto:[robin@biekerco.com](mailto:robin@biekerco.com)]  
**Sent:** Wednesday, May 24, 2017 5:25 PM  
**To:** Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>  
**Cc:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>; 'Tara Devine' <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker



**Subject:** RE: South Park BID  
**Date:** Wednesday, May 31, 2017 at 3:33:12 PM Pacific Daylight Time  
**From:** Cyndi Lewis  
**To:** Tara Devine, Ellen Riotto  
**CC:** Robin Bieker  
**Attachments:** image001.png

Dear Tara,

We are sorry that we do not know these people. We wish you continued success and thank you for reaching out to our office.

Thank you.

Cyndi Lewis  
Legend Real Estate Management, Inc.  
1525 S. Broadway Street  
Los Angeles, CA 90015  
T: (213) 516-3222 ext. 208  
F: (213) 763-8958  
[cyndi@neman.com](mailto:cyndi@neman.com)

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Tuesday, May 30, 2017 9:38 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Leon Neman <leon@neman.com>; Robin Bieker <robin@biekerco.com>; Cyndi Lewis <cyndi@neman.com>  
**Subject:** Re: South Park BID

One last try...

Leon: do you know Bennet Mermel and/or Elaine Mermelstein? I believe one of them may own SBS Limited, and Elisa is their registered agent for the property. Elisa executed the last petition, but is it possible you know/reached out to Bennet or Elaine?

Possible number for Mr. Mermel: [310-276-8961](tel:310-276-8961)

Elisa Keller, registered agent: [310-839-9335](tel:310-839-9335)

Petition reattached for your convenience -- in case you do know Bennet or Elaine.

Tara

On Tue, May 30, 2017 at 1:04 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you for trying! Much appreciated.

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:213-663-1112) | c. [401 439 8147](tel:401-439-8147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>

**Date:** Tuesday, May 30, 2017 at 1:00 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>, Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** RE: South Park BID

Unfortunately I did not help get her signature. I do not know the company or the person at all. Sorry I can not help.  
Be well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:213-765-0100)  
F: [\(213\) 763-8958](tel:213-763-8958)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Wednesday, May 24, 2017 7:33 PM  
**To:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: South Park BID

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.  
I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)  
I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)  
Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,  
Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <[leon@neman.com](mailto:leon@neman.com)> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:213-765-0100)  
F: [\(213\) 763-8958](tel:213-763-8958)

---

**From:** Robin Bieker [mailto:[robin@biekerco.com](mailto:robin@biekerco.com)]  
**Sent:** Wednesday, May 24, 2017 5:25 PM  
**To:** Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>  
**Cc:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>; 'Tara Devine' <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker

**Subject:** Re: South Park BID  
**Date:** Tuesday, May 30, 2017 at 1:04:20 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Leon Neman, Tara Devine  
**CC:** Robin Bieker, Cyndi Lewis  
**Attachments:** image001.png

Thank you for trying! Much appreciated.

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

---

**From:** Leon Neman <leon@neman.com>  
**Date:** Tuesday, May 30, 2017 at 1:00 PM  
**To:** Tara Devine <tara@devine-strategies.com>  
**Cc:** Robin Bieker <robin@biekerco.com>, Cyndi Lewis <cyndi@neman.com>, Ellen Riotto <ellen@southpark.la>  
**Subject:** RE: South Park BID

Unfortunately I did not help get her signature. I do not know the company or the person at all. Sorry I can not help.  
Be well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: (213) 765-0100  
F: (213) 763-8958

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Wednesday, May 24, 2017 7:33 PM  
**To:** Leon Neman <leon@neman.com>  
**Cc:** Robin Bieker <robin@biekerco.com>; Cyndi Lewis <cyndi@neman.com>; Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: South Park BID

Dear Leon:  
I hope you are well. Thank you very much for your petition/support for 1525 Broadway.  
I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)  
I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)  
Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:  
If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,  
Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <[leon@neman.com](mailto:leon@neman.com)> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:(213)765-0100)  
F: [\(213\) 763-8958](tel:(213)763-8958)

---

**From:** Robin Bieker [mailto:[robin@biekerco.com](mailto:robin@biekerco.com)]  
**Sent:** Wednesday, May 24, 2017 5:25 PM  
**To:** Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>  
**Cc:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>; 'Tara Devine' <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker

**Subject:** RE: South Park BID

**Date:** Tuesday, May 30, 2017 at 1:00:56 PM Pacific Daylight Time

**From:** Leon Neman

**To:** Tara Devine

**CC:** Robin Bieker, Cyndi Lewis, Ellen Riotto

Unfortunately I did not help get her signature. I do not know the company or the person at all. Sorry I can not help.  
Be well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: (213) 765-0100  
F: (213) 763-8958

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Wednesday, May 24, 2017 7:33 PM  
**To:** Leon Neman <leon@neman.com>  
**Cc:** Robin Bieker <robin@biekerco.com>; Cyndi Lewis <cyndi@neman.com>; Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: South Park BID

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.  
I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)  
I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)  
Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,  
Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <[leon@neman.com](mailto:leon@neman.com)> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:213-765-0100)  
F: [\(213\) 763-8958](tel:213-763-8958)

---

**From:** Robin Bieker [mailto:[robin@biekerco.com](mailto:robin@biekerco.com)]  
**Sent:** Wednesday, May 24, 2017 5:25 PM  
**To:** Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>  
**Cc:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>; 'Tara Devine' <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker

**Subject:** RE: South Park BID

**Date:** Thursday, May 25, 2017 at 3:45:43 PM Pacific Daylight Time

**From:** Cyndi Lewis

**To:** Tara Devine

**CC:** Robin Bieker, Ellen Riotto

I see, okay. Tuesday I'll remind him. He thought we paid the current petition. I'll let him know. Thank you for your help.

Thank you.

Cyndi Lewis  
Legend Real Estate Management, Inc.  
1525 S. Broadway Street  
Los Angeles, CA 90015  
T: (213) 516-3222 ext. 208  
F: (213) 763-8958  
[cyndi@neman.com](mailto:cyndi@neman.com)



**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Thursday, May 25, 2017 3:44 PM  
**To:** Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: South Park BID

No, we did receive that petition (yours) - thank you. It will be billed later this year (not due yet.)

We are asking if Leon would help us obtain a signature from Alisa Keller at SBS Limited for the attached petition. I am fairly certain that Leon was instrumental in helping us get her signature 2 years ago when SPII was formed.

On Thu, May 25, 2017 at 3:19 PM, Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)> wrote:

Hi Tara,

Are you referring to the attached I sent Ellen and Robin on May 18<sup>th</sup>?

We believe we have paid the attached, please let me know.

Have a nice afternoon.

Thank you.

Cyndi Lewis  
Legend Real Estate Management, Inc.  
1525 S. Broadway Street  
Los Angeles, CA 90015  
T:  [\(213\) 516-3222 ext. 208](tel:(213)516-3222)  
F:  [\(213\) 763-8958](tel:(213)763-8958)  
[cyndi@neman.com](mailto:cyndi@neman.com)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Wednesday, May 24, 2017 7:33 PM  
**To:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: South Park BID

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.

I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)

I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)

Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,  
Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <[leon@neman.com](mailto:leon@neman.com)> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:(213)765-0100)  
F: [\(213\) 763-8958](tel:(213)763-8958)

---

**From:** Robin Bieker [mailto:[robin@biekerco.com](mailto:robin@biekerco.com)]  
**Sent:** Wednesday, May 24, 2017 5:25 PM  
**To:** Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>  
**Cc:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>; 'Tara Devine' <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker

**Subject:** RE: South Park BID  
**Date:** Thursday, May 25, 2017 at 3:19:59 PM Pacific Daylight Time  
**From:** Cyndi Lewis  
**To:** Tara Devine  
**CC:** Robin Bieker, Ellen Riotto  
**Attachments:** Scan10001.pdf

Hi Tara,

Are you referring to the attached I sent Ellen and Robin on May 18<sup>th</sup>?

We believe we have paid the attached, please let me know.

Have a nice afternoon.

Thank you.

Cyndi Lewis

Legend Real Estate Management, Inc.  
1525 S. Broadway Street  
Los Angeles, CA 90015  
T: (213) 516-3222 ext. 208  
F: (213) 763-8958  
[cyndi@neman.com](mailto:cyndi@neman.com)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Wednesday, May 24, 2017 7:33 PM  
**To:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: South Park BID

Dear Leon:

I hope you are well. Thank you very much for your petition/support for 1525 Broadway.  
I believe you assisted the BID last time with obtaining a petition signature from Elisa Keller for a property at 1037 S Hill (owner: SBS Limited LLC.)  
I don't know if this is current, but I have the following phone # for Elisa: [310-839-9335](tel:310-839-9335)  
Ellen, Robin or I are available to answer any questions. We've attached the petition and a packet of renewal info.

Cyndi:

If you are able to obtain a signature, kindly email the petition back to this group cc'd here. Thank you!

Warmest regards,  
Tara

On Wed, May 24, 2017 at 5:48 PM, Leon Neman <[leon@neman.com](mailto:leon@neman.com)> wrote:

Anything for Robin. Hope you are doing well.

Thank you.

Leon Neman  
1525 S. Broadway  
Los Angeles, CA 90015  
P: [\(213\) 765-0100](tel:(213)765-0100)  
F: [\(213\) 763-8958](tel:(213)763-8958)

---

**From:** Robin Bieker [mailto:[robin@biekerco.com](mailto:robin@biekerco.com)]

**Sent:** Wednesday, May 24, 2017 5:25 PM

**To:** Cyndi Lewis <[cyndi@neman.com](mailto:cyndi@neman.com)>

**Cc:** Leon Neman <[leon@neman.com](mailto:leon@neman.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>; 'Tara Devine' <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Subject:** South Park BID

Cyndi,

I am sending this to you with the expectation that Tara Devine will coordinate a dialogue with Leon through you. One of Leon's friends is in the bid and Tara wanted to see if you could facilitate getting Leon's friend's signature on the petition. I don't know who that person is but Tara (our consultant) will reach out to you directly.

Thanks again for helping get Leon's signature. We really appreciate it.

Look forward to chatting again soon.

Robin Bieker

**Subject:** Re: South Park BID

**Date:** Wednesday, May 31, 2017 at 12:17:33 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Sauli Danpour

Thank you both for your time investigating this. The lag time of recordation is a challenge, to say the least.

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, May 30, 2017 at 9:32 PM  
**To:** Sauli Danpour <saulid@xyvest.com>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: South Park BID

Thanks, Sauli. Based on my experience, this parcel is somehow in flux. Anytime old or new APNs have a status of "shell" or "pending delete" etc., it means something is in mid-edits.

It should sort itself out over the near term. The land is still there, but they are \*\*\*\*ing around with the label, which causes us no end of grief trying to figure it out. We'll pull an update in the future and it will likely be resolved by then.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Tue, May 30, 2017 at 9:35 AM, Sauli Danpour <[saulid@xyvest.com](mailto:saulid@xyvest.com)> wrote:

Tara and Ellen,

I'm not sure why APN 5139-022-021 was deleted from the Assessor's system. I have attached the plat map that they furnished about a year ago, which I had previously forwarded to you on May 19th. I have also attached a letter that clarifies what transpired, which is essentially what you mention below. Parcel #5139-022-021 was created from the entire parcel -017 and the undeveloped portion of -016. Actually it was not a new creation rather a restoration of how these parcels were originally configured.

The person at the Assessor's Office that can verify this reconfiguration is...  
Garo Megerdichian  
GIS MANAGER I  
Los Angeles County. Office of the Assessor Mapping and GIS Services  
Voice: [\(213\)974-7352](tel:2139747352)  
Email [gmeگردichian@assessor.lacounty.gov](mailto:gmeگردichian@assessor.lacounty.gov)

Sauli

From: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
Date: Thu, 25 May 2017 15:40:55 -0700  
Subject: Re: South Park Petition Count  
To: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

Cc: Sauli Danpour <[saulid@xyvest.com](mailto:saulid@xyvest.com)>

Ellen: This appears to be related to extremely recent and possibly ongoing parcel changes/recording...

The land wasn't created or destroyed, so it's just sleuthing out how its recording changed, and if the parcel was reconfigured again or not.

Need Sauli's help to figure this one out, so I'm roping him in.

Sauli: The Clerk has rejected Okon's petition because APN 5139-022-021 has been recently deleted from the Assessor's system.

I looked at the deed you sent, and in the middle of p. 4 (and also at the top of p.7) it clarifies that 5139-022-021 was created from the underlying parcels 5139-022-017 and part of 5139-022-016. You had referenced such a recent "re-division" or "reallocation" of one of the parcels.

When we last pulled Assessor data (about 6 weeks ago):

5139-022-016 deleted

5139-022-017 pending delete

5139-022-021 active

Now, Assessor data appears to reflect:

5139-022-016 pending delete

5139-022-017 active

5139-022-021 deleted

Do you know if the owner:

a) made further changes to the parcel and recorded those?

b) had -021 changed back to -017?

c) something else occurred?

Any information you have will help me figure out what to do next. Thanks!

**Subject:** Fwd: South Park BID

**Date:** Tuesday, May 30, 2017 at 9:35:16 AM Pacific Daylight Time

**From:** Sauli Danpour

**To:** Tara Devine, Ellen Riotto

**Attachments:** HopePico.Letter-RestoringParcel#7.pdf, 5139-022-001-20160517.pdf

Tara and Ellen,

I'm not sure why APN 5139-022-021 was deleted from the Assessor's system. I have attached the plat map that they furnished about a year ago, which I had previously forwarded to you on May 19th. I have also attached a letter that clarifies what transpired, which is essentially what you mention below. Parcel #5139-022-021 was created from the entire parcel -017 and the undeveloped portion of -016. Actually it was not a new creation rather a restoration of how these parcels were originally configured.

The person at the Assessor's Office that can verify this reconfiguration is...

Garo Megerdichian

GIS MANAGER I

Los Angeles County. Office of the Assessor Mapping and GIS Services

Voice: (213)974-7352

Email gmeherdichian@assessor.lacounty.gov

Sauli

From: Tara Devine <tara@devine-strategies.com>

Date: Thu, 25 May 2017 15:40:55 -0700

Subject: Re: South Park Petition Count

To: Ellen Riotto <ellen@southpark.la>

Cc: Sauli Danpour <saulid@xyvest.com>

Ellen: This appears to be related to extremely recent and possibly ongoing parcel changes/recording...

The land wasn't created or destroyed, so it's just sleuthing out how its recording changed, and if the parcel was reconfigured again or not.

Need Sauli's help to figure this one out, so I'm roping him in.

Sauli: The Clerk has rejected Okon's petition because APN 5139-022-021 has been recently deleted from the Assessor's system.

I looked at the deed you sent, and in the middle of p. 4 (and also at the top of p.7) it clarifies that 5139-022-021 was created from the underlying parcels 5139-022-017 and part of 5139-022-016. You had referenced such a recent "re-division" or "reallocation" of one of the parcels.

When we last pulled Assessor data (about 6 weeks ago):

5139-022-016 deleted

5139-022-017 pending delete

5139-022-021 active

Now, Assessor data appears to reflect:

5139-022-016 pending delete

5139-022-017 active

5139-022-021 deleted

Do you know if the owner:

a) made further changes to the parcel and recorded those?

b) had -021 changed back to -017?

c) something else occurred?

Any information you have will help me figure out what to do next. Thanks!



**Subject:** Re: MDP and ER for website

**Date:** Wednesday, May 31, 2017 at 11:56:09 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer

Thanks.

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Tuesday, May 30, 2017 at 7:12 PM  
**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Subject:** MDP and ER for website

These full versions contain minor changes in response to Clerk comments received last week. There are no changes to assessments (minor text and formatting changes only), but I would replace your website copies with these when you have an opportunity.

**Subject:** FW: 5139011014  
**Date:** Tuesday, May 30, 2017 at 3:05:55 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png, image002.png

Can you help with the reply here?

---

**From:** Elisa Keller <jkmgmnt@pacbell.net>  
**Date:** Tuesday, May 30, 2017 at 2:20 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** RE: 5139011014

Hi Ellen,

It is my understanding that BIDs do not service the alleyways. Can you please show me in your management plan where it states that you service alleys and which exact blocks you cover?

Thank you,

Elisa Keller

---

**From:** Ellen Riotto [mailto:ellen@southpark.la]  
**Sent:** Tuesday, May 30, 2017 1:22 PM  
**To:** jkmgmnt@pacbell.net  
**Cc:** Tara Devine  
**Subject:** Re: 5139011014

Hi Alisa,

Apologies, I just realized I gave the incorrect email address to Tara. Please see below and let us know if you have any further questions.

Best,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Wednesday, May 24, 2017 at 3:17 PM  
**To:** "jkmgmt@packbell.net" <[jkmgmt@packbell.net](mailto:jkmgmt@packbell.net)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: 5139011014

Dear Ms. Keller:

I believe I understand the issue that is causing confusion. Your frontage along Hill Street is 97.5 linear feet; however, you also have 97.5 lf of frontage along Midway Place (the alley to the rear of the property.)  $97.5 \times 2 = 195$  lf. The BID provides clean and safe services to both Hill and Midway, and therefore assesses both frontages. Other properties in your area are also assessed in this manner.

Please let me know if I can answer other questions you may have.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Wed, May 24, 2017 at 3:05 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Just got off the phone with owner of 1037 S Hill, Alisa Keller. According to her, frontage should be 97.5 FT – our database is showing 195. How do we confirm this?

If needed, can you please furnish a new petition and send to her: [jkmgmt@packbell.net](mailto:jkmgmt@packbell.net) ?

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** 5139011014  
**Date:** Wednesday, May 24, 2017 at 3:05:36 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png

Hi Tara,

Just got off the phone with owner of 1037 S Hill, Alisa Keller. According to her, frontage should be 97.5 FT our database is showing 195. How do we confirm this?

If needed, can you please furnish a new petition and send to her: [jkmgmt@packbell.net](mailto:jkmgmt@packbell.net) ?

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Eisner Pediatric & Family Medical Center  
**Date:** Tuesday, May 30, 2017 at 12:27:23 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine, Nusbaum, Nate - CHMC

Thanks for this Tara.

Nate, any luck?

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Wednesday, May 24, 2017 at 8:02 PM  
**To:** "Nusbaum, Nate CHMC" <Nate.Nusbaum@dignityhealth.org>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Eisner Pediatric & Family Medical Center

Dear Nate:

Attached is the petition for Eisner and the accompanying BID renewal packet. Ellen and I are available to assist you and answer any questions necessary.

Thanks!

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

**Subject:** Re: South Park Petition Count  
**Date:** Thursday, May 25, 2017 at 3:42:32 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine

Thank you.

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Thursday, May 25, 2017 at 3:40 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Sauli Danpour <saulid@xyvest.com>  
**Subject:** Re: South Park Petition Count

Ellen: This appears to be related to extremely recent and possibly ongoing parcel changes/recording...  
The land wasn't created or destroyed, so it's just sleuthing out how its recording changed, and if the parcel was reconfigured again or not.  
Need Sauli's help to figure this one out, so I'm roping him in.

Sauli: The Clerk has rejected Okon's petition because APN 5139-022-021 has been recently deleted from the Assessor's system.  
I looked at the deed you sent, and in the middle of p. 4 (and also at the top of p.7) it clarifies that 5139-022-021 was created from the underlying parcels 5139-022-017 and part of 5139-022-016 . You had referenced such a recent "re-division" or "reallocation" of one of the parcels.

When we last pulled Assessor data (about 6 weeks ago):  
5139-022-016 deleted  
5139-022-017 pending delete  
5139-022-021 active

Now, Assessor data appears to reflect:  
5139-022-016 pending delete  
5139-022-017 active  
5139-022-021 deleted

Do you know if the owner:  
a) made further changes to the parcel and recorded those?  
b) had -021 changed back to -017?  
c) something else occurred?

Any information you have will help me figure out what to do next. Thanks!

On Thu, May 25, 2017 at 3:04 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hey Tara

Can give me some background on why Okon wouldn't be listed w the county?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:



**From:** Mario Montez <[mario.montez@lacity.org](mailto:mario.montez@lacity.org)>  
**Date:** May 25, 2017 at 2:46:11 PM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject: Re: South Park Petition Count**

Yes - it includes all the petitions you sent except for two problem petitions listed below.

Grand Avenue Medical Joint Venture LLC ( 5134-020-023 ) - signature missing from Statement of Authority to Sign.

Okon Holding LLC (5139-022-021 ) - apn number is not listed with the County.

On Thu, May 25, 2017 at 2:39 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Mario. Does this account for the reconciliation of those missing APNs?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 25, 2017, at 2:34 PM, Mario Montez <[mario.montez@lacity.org](mailto:mario.montez@lacity.org)> wrote:

Ellen,

The updated petition count is now **47.8%**. This includes the last batch of petitions you sent this morning.

Thanks  
Mario

**Subject:** Fwd: South Park Petition Count

**Date:** Thursday, May 25, 2017 at 3:04:31 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** tara@devine-strategies.com

Hey Tara

Can give me some background on why Okon wouldn't be listed w the county?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

Begin forwarded message:

**From:** Mario Montez <[mario.montez@lacity.org](mailto:mario.montez@lacity.org)>  
**Date:** May 25, 2017 at 2:46:11 PM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: South Park Petition Count

Yes - it includes all the petitions you sent except for two problem petitions listed below.

Grand Avenue Medical Joint Venture LLC ( 5134-020-023 ) - signature missing from Statement of Authority to Sign.

Okon Holding LLC (5139-022-021 ) - apn number is not listed with the County.

On Thu, May 25, 2017 at 2:39 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
Thanks Mario. Does this account for the reconciliation of those missing APNs?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 25, 2017, at 2:34 PM, Mario Montez <[mario.montez@lacity.org](mailto:mario.montez@lacity.org)> wrote:

Ellen,

The updated petition count is now **47.8%**. This includes the last batch of petitions you sent this morning.

Thanks  
Mario

**Subject:** FW: South Park BID Petitions  
**Date:** Thursday, May 25, 2017 at 12:41:44 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** SouthParkBID 052417-05252017113200.pdf

On 5/25/17, 10:34 AM, "Izumi, Joyce" <[joyce.izumi@lausd.net](mailto:joyce.izumi@lausd.net)> wrote:

Originals in the mail. Thank you.

Joyce Izumi  
Los Angeles Unified School District  
FSD-Leasing & Space Utilization  
333 South Beaudry Avenue 23rd Floor  
Los Angeles, CA 90017  
Phone 213-241-6126 Fax 213-241-6784

**Subject:** Re: 0.659% FC Broadway & Hill petition signed  
**Date:** Thursday, May 25, 2017 at 9:32:36 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine, Wallis Locke, Katie Kiefer

Thank you!

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Thursday, May 25, 2017 at 9:10 AM  
**To:** Ellen Riotto <ellen@southpark.la>, Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Subject:** Re: 0.659% FC Broadway & Hill petition signed

P.S. Original will be mailed to you.

On Thu, May 25, 2017 at 9:09 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Complete, and long-time owner.  
Shouldn't encounter any verification issues, but let me know if it does.

**Subject:** Re: Eisner Pediatric  
**Date:** Wednesday, May 24, 2017 at 8:05:09 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Nusbaum, Nate - CHMC

Thanks for providing this, Tara, and for taking this on Nate!

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 24, 2017, at 8:00 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Dear Nate:

I have a contact for Eisner - the Treasurer of their Board. I spoke to Ellen and she agreed you might be a great peer contact if you would be willing to take them on. I believe Cliff Hoffman reached out to former CEO Carl Coan at the last BID renewal, but I don't think Eisner actually signed. I wasn't cc'd on those conversations, so I can't say if they connected or why Eisner did or did not sign, or even if a firm connection was ever made.

Ian Weiner, Esq.  
Treasurer, Board of Directors, Eisner Pediatric & Family Medical Center  
Partner, Irell & Manella LLP  
310-277-1010 main  
310-203-7637 direct  
[iweiner@irell.com](mailto:iweiner@irell.com)

I'm going to send you their petition and packet under separate cover so that it is easy for you to forward via email if you agree to take this one on.  
Thanks!

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** FW: Problem Petitions

**Date:** Wednesday, May 24, 2017 at 4:31:04 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Hmm can't figure out what's going on with AVEN.

I have WREN's complete petition and will send with today's batch

---

**From:** Mario Montez <mario.montez@lacity.org>

**Date:** Wednesday, May 24, 2017 at 3:17 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Problem Petitions

Ellen,

There are a couple of problem petitions from the 170523 batch listed below.

**Aven Apartments LLC** ( 5139-020-094 ) - County shows the owner as DTLA South Park Properties Propc II LLC.

**Gateway Wren LLC** ( 5139-024-016 & 017 ) - Petition was blank.

Thanks  
Mario

**Subject:** RE: Owners - returned or not?

**Date:** Wednesday, May 24, 2017 at 11:42:02 AM Pacific Daylight Time

**From:** Robert Buente

**To:** Tara Devine

**CC:** Ellen Riotto, Katie Kiefer, Wallis Locke

I'm pretty certain that is another "Karina."

Thanks for trying

*Robert Buente*  
*President/CEO*  
*1010 Development Corporation*  
*1001 South Hope Street*  
*First Floor*  
*Los Angeles, CA 90015*  
[bbuente@1010dev.org](mailto:bbuente@1010dev.org)

213-749-0214 x202 (o)  
213-749-3098 (f)

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Wednesday, May 24, 2017 11:39 AM  
**To:** Robert Buente <bbuente@1010dev.org>  
**Cc:** Ellen Riotto <ellen@southpark.la>; Katie Kiefer <katie@southpark.la>; Wallis Locke <wallis@southpark.la>  
**Subject:** Re: Owners - returned or not?

First name and email is all I had. But I just tried Googling the email address and got just one result. No last name, but a phone #.

**Senior Employment: ANPPM**

**Physical Address**

820 Jordan St  
Suite 310  
Baton Rouge, LA 71101

**Mailing Address**

820 Jordan St  
Suite 310  
Baton Rouge, LA 71101

**Primary Phone Number:** ( 318 ) 221 - 7611

**E-mail:** [anppmkarina@aol.com](mailto:anppmkarina@aol.com)

On Wed, May 24, 2017 at 11:35 AM, Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)> wrote:

Tara:

Do you have a last name for "Karina" and a phone number?

Thanks  
Bob

*Robert Buente*  
*President/CEO*  
*1010 Development Corporation*



1001 South Hope Street  
First Floor  
Los Angeles, CA 90015  
[bbuente@1010dev.org](mailto:bbuente@1010dev.org)

[213-749-0214](tel:213-749-0214) x202 (o)  
[213-749-3098](tel:213-749-3098) (f)

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]  
**Sent:** Wednesday, May 24, 2017 11:33 AM  
**To:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>; Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: Owners - returned or not?

Thanks Tara.

Bob,

See Tara's note below, FYI.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, May 24, 2017 at 11:27 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>, Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>  
**Subject:** Re: Owners - returned or not?

I believe there is (or at least was) a single contact person for all four of these properties:

1. Hope Place Housing Corp = Villa De La Esperanza
2. Villa Del Pueblo
3. Villa Metropolitano
4. El Pueblo Community Dev Corp = Hope Manor

I have Karina: [anppmkarina@aol.com](mailto:anppmkarina@aol.com) as the contact person but this may be out of date.

I won't contact them, but you may wish to share this info with Bob so he knows how big they are (if he was not already aware.)

On Tue, May 23, 2017 at 10:25 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

An update from Bob re: Villa del Pueblo:

Ellen

Here is the txt string I got from their long time property manager

-----

It is very difficult to get a hold of them and they are not very responsive. I will try tomorrow but cannot promise anything.

We have actually have mutually decide to go our separate ways. They will not increase rents, upgrade the developments. Etc. I will still reach out to her brother. I have a good relationship with him

-----

So far they've had no luck and I don't know the non profit that owns the project

I don't think I can deliver the petition

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Tuesday, May 23, 2017 at 10:02 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>, Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>

**Subject:** Re: Owners - returned or not?

Hi Tara,

Check out Tab3 on the attached spreadsheet. Of the owners you inquired about, we weeded out the ones who have submitted signed petitions. I've added notes for context. If cells are blank it means no one has personally contacted them.

Thanks for any help you can give in securing these signatures. With what we received today, we're over 45%.

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, May 23, 2017 at 3:12 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>, Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>

**Subject:** Owners - returned or not?

When you get a chance, please let me know if these owners have returned their petitions yet or not:

1525 Broadway  
901 West Olympic Boulevard LP  
Abbassi, Pouria  
Alpine Group  
Ardakani, Heshmatallah  
Auth, Stephen  
California Primary Physicians  
Chen, Joy Zuoyi  
Cobb, James  
Conrad, Gary B and Kathleen  
Dignity Health  
El Pueblo Community Dev Corp  
Eve, June  
FC Broadway & Hill  
FIDM Residential Inc  
Fundamentalist Baptist  
Georgia Residence 38  
Goldberg, Martin G  
Gordon, Debra  
Hartounian, Michael  
Hope Enterprises LLC  
Hope Place Housing Corp  
Hughett, Gregory  
Irmeler, Holger  
Kaiser Bros  
Kaiser Brothers  
Kastner LLC  
L A Southpark High Rise LP  
LR 1600  
Nestor, Georgiana  
Nguyen, Vu Thuy  
Malin, Jeffrey S  
Medina, Cue Arthur  
Packard Commercial LLC  
Pediatric & Family Medical  
Realty Income Corp  
Rhee, Albert J TR  
Riordan-Pantry Ltd  
Robison, Patrick  
Rojas Naiman, Priscilla  
Saint Germain Foundation  
Salvation Army  
SBS Limited  
Sotelo, Dalila  
St John Land Co  
Therolf, Garrett  
Van Stekelenburg, Mark  
Venice Investments Group LLC  
Villa Del Pueblo  
Villa Metropolitano  
Yakout, Mohamed

Thanks!

|

**Subject:** Re: Owners - returned or not?

**Date:** Tuesday, May 23, 2017 at 10:25:53 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer, Wallis Locke

An update from Bob re: Villa del Pueblo:

Ellen

Here is the txt string I got from their long time property manager

-----

It is very difficult to get a hold of them and they are not very responsive. I will try tomorrow but cannot primo anything.

We have actually have mutually decide to go our separate ways. They will not increase rents, upgrade the developments. Etc. I will still reach out to her brother. I have a good relationship with him

-----

So far they've had no luck and I don't know the non profit that owns the project

I don't think I can deliver the petition

---

**From:** Ellen Riotto <ellen@southpark.la>

**Date:** Tuesday, May 23, 2017 at 10:02 PM

**To:** Tara Devine <tara@devine\_strategies.com>, Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>

**Subject:** Re: Owners returned or not?

Hi Tara,

Check out Tab3 on the attached spreadsheet. Of the owners you inquired about, we weeded out the ones who have submitted signed petitions. I've added notes for context. If cells are blank it means no one has personally contacted them.

Thanks for any help you can give in securing these signatures. With what we received today, we're over 45%.

Ellen

---

**From:** Tara Devine <tara@devine\_strategies.com>

**Date:** Tuesday, May 23, 2017 at 3:12 PM

**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>

**Subject:** Owners returned or not?

When you get a chance, please let me know if these owners have returned their petitions yet or not:

1525 Broadway  
901 West Olympic Boulevard LP  
Abbassi, Pouria  
Alpine Group  
Ardakani, Heshmatallah  
Auth, Stephen  
California Primary Physicians  
Chen, Joy Zuoyi  
Cobb, James  
Conrad, Gary B and Kathleen  
Dignity Health  
El Pueblo Community Dev Corp  
Eve, June  
FC Broadway & Hill  
FIDM Residential Inc  
Fundamentalist Baptist  
Georgia Residence 38  
Goldberg, Martin G  
Gordon, Debra  
Hartounian, Michael  
Hope Enterprises LLC  
Hope Place Housing Corp  
Hughett, Gregory  
Irmeler, Holger  
Kaiser Bros  
Kaiser Brothers  
Kastner LLC  
L A Southpark High Rise LP  
LR 1600  
Nestor, Georgiana  
Nguyen, Vu Thuy  
Malin, Jeffrey S  
Medina, Cue Arthur

Packard Commercial LLC  
Pediatric & Family Medical  
Realty Income Corp  
Rhee, Albert J TR  
Riordan-Pantry Ltd  
Robison, Patrick  
Rojas Naiman, Priscilla  
Saint Germain Foundation  
Salvation Army  
SBS Limited  
Sotelo, Dalila  
St John Land Co  
Therolf, Garrett  
Van Stekelenburg, Mark  
Venice Investments Group LLC  
Villa Del Pueblo  
Villa Metropolitano  
Yakout, Mohamed

Thanks!

**Subject:** Re: Owners - returned or not?  
**Date:** Tuesday, May 23, 2017 at 10:02:45 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine, Katie Kiefer, Wallis Locke  
**Attachments:** 170517\_Petition Tracker.xlsx

Hi Tara,

Check out Tab3 on the attached spreadsheet. Of the owners you inquired about, we weeded out the ones who have submitted signed petitions. I've added notes for context. If cells are blank it means no one has personally contacted them.

Thanks for any help you can give in securing these signatures. With what we received today, we're over 45%.

Ellen

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Tuesday, May 23, 2017 at 3:12 PM  
**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>  
**Subject:** Owners returned or not?

When you get a chance, please let me know if these owners have returned their petitions yet or not:

1525 Broadway  
901 West Olympic Boulevard LP  
Abbassi, Pouria  
Alpine Group  
Ardakani, Heshmatallah

Auth, Stephen  
California Primary Physicians  
Chen, Joy Zuoyi  
Cobb, James  
Conrad, Gary B and Kathleen  
Dignity Health  
El Pueblo Community Dev Corp  
Eve, June  
FC Broadway & Hill  
FIDM Residential Inc  
Fundamentalist Baptist  
Georgia Residence 38  
Goldberg, Martin G  
Gordon, Debra  
Hartounian, Michael  
Hope Enterprises LLC  
Hope Place Housing Corp  
Hughett, Gregory  
Irmier, Holger  
Kaiser Bros  
Kaiser Brothers  
Kastner LLC  
L A Southpark High Rise LP  
LR 1600  
Nestor, Georgiana  
Nguyen, Vu Thuy  
Malin, Jeffrey S  
Medina, Cue Arthur  
Packard Commercial LLC  
Pediatric & Family Medical  
Realty Income Corp  
Rhee, Albert J TR  
Riordan-Pantry Ltd  
Robison, Patrick  
Rojas Naiman, Priscilla  
Saint Germain Foundation  
Salvation Army  
SBS Limited  
Sotelo, Dalila  
St John Land Co  
Therolf, Garrett  
Van Stekelenburg, Mark  
Venice Investments Group LLC  
Villa Del Pueblo  
Villa Metropolitano  
Yakout, Mohamed

Thanks!



**Subject:** Fwd: DWP

**Date:** Wednesday, May 24, 2017 at 7:48:01 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** tara@devine-strategies.com

**CC:** Katie Kiefer, Wallis Locke

FYI

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. 213-663-1112

c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

Begin forwarded message:

**From:** michael hartounian <[michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)>

**Date:** May 24, 2017 at 7:46:03 AM PDT

**To:** "[ellen@southpark.la](mailto:ellen@southpark.la)" <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: DWP

**Reply-To:** "[michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)" <[michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)>

I will bring it in today

[Sent from Yahoo Mail on Android](#)

On Tue, May 23, 2017 at 10:13 PM, Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for sharing this, Mike, and for your time today on the phone. I'll look into this tomorrow.

Per our conversation, I'm attaching your BID petition. As a reminder, this signature is not actually a vote to renew the BID it is simply a vote to move the decision to the formal ballot phase.

Thanks very much for your support!

Best,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: 866-560-9346

---

**From:** michael hartounian <[michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)>  
**Reply-To:** michael hartounian <[michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)>  
**Date:** Tuesday, May 23, 2017 at 4:35 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, michael hartounian <[michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)>  
**Subject:** Fw: DWP

FYI

Best Regards,

Michael Hartounian [michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)

Telephone: (310) 435-0050

Please pardon my typos - my messages are often sent from my mobile device using voice wreck ignition

On Tuesday, May 23, 2017 11:09 AM, michael hartounian <[michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)> wrote:

I stopped by your office on Friday with a note about the problems I am having with DWP

I have had a number of electrical engineers prepare plans all of which have been denied by

**Kiani Spangler**

Electrical Engineering Associate  
LADWP | Metro East Service Planning  
2633 Artesian Street, Rm 210 | Los Angeles, CA  
Office: 213.367.8023

Apparently, each lot is entitled to 800 amps of power. There are three lots which were combined some time ago. However, DWP gave 400 amps to 330 to 342 W Pico and 400 amps to be split between 1310 and 1312 S. Grand Ave.

I am now the owner the property which houses 3 lots which DWP did not correctly provide power and while I am willing to do make some additions and modifications, DWP wants me to split the lots up or put a transformer on the property all at my own cost.

I do not have room for \$250,000 transformer.

There are many problems in splitting the lots in 3. There needs to be new water lines, power lines and sewer lines. Moreover, I have taken out a loan from a bank which will not allow the property to spit.

My electrician and I have asked Ms. Spangler to meet to discuss a reasonable solution to the mater but she has ignored my phone calls and e mails.

I, electricians and electrical engineers have been trying to deal with this woman for one year to no avail.

Now I am just mad.

I would like DWP to provide 800 3 phase amps of power to each lot at their cost

Best Regards,

Michael Hartounian [michaelhartounian@yahoo.com](mailto:michaelhartounian@yahoo.com)

Telephone: (310) 435 0050

Please pardon my typos my messages are often sent from my mobile device using voice wreck ignition

<image001.png>

**Subject:** Re: Abram Friedman Occupational Center: Calculation  
**Date:** Tuesday, May 23, 2017 at 6:31:40 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine, Izumi, Joyce  
**Attachments:** image001.png

Thank you Joyce.

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Tuesday, May 23, 2017 at 5:52 PM  
**To:** "Izumi, Joyce" <joyce.izumi@lausd.net>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Abram Friedman Occupational Center: Calculation

Joyce:

Sorry for any confusion and thank you for processing, regardless of result.

As previously furnished, attached are the petitions for each LAUSD parcel separately.

Since the circumstances for each parcel differ, we would ask that you consider your vote on each independently.

Thank you.

Tara

On Tue, May 23, 2017 at 5:15 PM, Izumi, Joyce <[joyce.izumi@lausd.net](mailto:joyce.izumi@lausd.net)> wrote:

Thank you for your calculations. I figured out the discrepancy.

Ellen provided the SF numbers below which I used in my calculations. These SF numbers had already been adjusted down by the elementary school percentages.

I recalculated the rates using the full SF numbers (Bldg 327,250sf, Lot 58,363sf and Frontage 968sf) and we're barely \$2 off.

	SF	RATE	TOTAL ASSMT
BLDG SF	130,900	\$ 0.0250	\$ 3,272.50
LOT SF	14,591	\$ 0.0400	\$ 583.64
FRONTAGE	387	\$ 10.0000	\$ 3,870.00
			<u>\$ 7,726.14</u>

I will forward the petitions to Yekaterina for review. She will need to get the Superintendent's approval before she signs. But, I do not anticipate that approval will be given. In light of the looming budget shortfall for the next few years, the District is not inclined to commit to further expenditures.

I will let you know either way.

Joyce Izumi

**Los Angeles Unified School District**

**FSD-Leasing & Space Utilization**

333 South Beaudry Avenue 23rd Floor

Los Angeles, CA 90017

Phone [213-241-6126](tel:213-241-6126) Fax [213-241-6784](tel:213-241-6784)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Tuesday, May 23, 2017 4:18 PM

**To:** Izumi, Joyce <[joyce.izumi@lausd.net](mailto:joyce.izumi@lausd.net)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Abram Friedman Occupational Center: Calculation

Property footages:

APN: 5134-022-902

Zone: 5  
Bldg: 327250 sf  
Lot: 58364 sf  
Frontage: 967.5 lf

LAUSD adjustments (elem rate):

Bldg & Frontage: 40% (0.4)  
Lot: 25% (0.25)

Adjusted assessed footages:

Bldg:  $327250 \text{ sf} \times 0.4 = 130900 \text{ sf}$   
Lot:  $58364 \text{ sf} \times 0.25 = 14591 \text{ sf}$   
Frontage:  $967.5 \text{ lf} \times 0.4 = 387 \text{ lf}$

Zone 5 rates:

Bldg: \$0.025/sf  
Lot: \$0.04/sf  
Frontage: \$10/lf

We apply LAUSD adjustment to footages, then use adjusted footages to calculate assessment:

$130900 \times \$0.025 = \$3272.50$   
 $14591 \times \$0.04 = \$583.64$   
 $387 \times \$10 = \$3,870$   
Total assessment:  $\$3272.50 + \$583.64 + \$3,870 = \$7726.14$

I believe this is the way you may have been calculating (but yields same result)

$327250 \times \$0.025 \times 0.4 = \$3272.50$   
 $58364 \times \$0.04 \times 0.25 = \$583.64$   
 $967.5 \times \$10 \times 0.4 = \$3870$   
Total assessment:  $\$3272.50 + \$583.64 + \$3,870 = \$7726.14$

I remain available if you have any questions; call anytime: [310-430-5121](tel:310-430-5121)

Thank you for your review. My sincere apologies for communication from multiple angles. Per the City, our deadline has been extended until Friday to collect petitions in support, although sooner helps us tremendously. We will appreciate anything you can do to assist.

Warmest regards,  
Tara

**Subject:** RE: Abram Friedman Occupational Center: Calculation  
**Date:** Tuesday, May 23, 2017 at 5:15:59 PM Pacific Daylight Time  
**From:** Izumi, Joyce  
**To:** Tara Devine, Ellen Riotto  
**Attachments:** image003.png

Thank you for your calculations. I figured out the discrepancy.

Ellen provided the SF numbers below which I used in my calculations. These SF numbers had already been adjusted down by the elementary school percentages.

I recalculated the rates using the full SF numbers (Bldg 327,250sf, Lot 58,363sf and Frontage 968sf) and we're barely \$2 off.

	SF	RATE	TOTAL ASSMT
BLDG SF	130,900	\$ 0.0250	\$ 3,272.50
LOT SF	14,591	\$ 0.0400	\$ 583.64
FRONTAGE	387	\$ 10.0000	\$ 3,870.00
			<u>\$ 7,726.14</u>

I will forward the petitions to Yekaterina for review. She will need to get the Superintendent's approval before she signs. But, I do not anticipate that approval will be given. In light of the looming budget shortfall for the next few years, the District is not inclined to commit to further expenditures.

I will let you know either way.

Joyce Izumi

**Los Angeles Unified School District  
FSD-Leasing & Space Utilization**

333 South Beaudry Avenue 23rd Floor  
Los Angeles, CA 90017  
Phone 213-241-6126 Fax 213-241-6784

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Tuesday, May 23, 2017 4:18 PM  
**To:** Izumi, Joyce <joyce.izumi@lausd.net>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Abram Friedman Occupational Center: Calculation

Property footages:

APN: 5134-022-902

Zone: 5

Bldg: 327250 sf

Lot: 58364 sf

Frontage: 967.5 lf

LAUSD adjustments (elem rate):

Bldg & Frontage: 40% (0.4)

Lot: 25% (0.25)

Adjusted assessed footages:

Bldg: 327250 sf x 0.4 = 130900 sf

Lot: 58364 sf x 0.25 = 14591 sf

Frontage: 967.5 lf x 0.4 = 387 lf

Zone 5 rates:

Bldg: \$0.025/sf

Lot: \$0.04/sf



Frontage: \$10/lf

We apply LAUSD adjustment to footages, then use adjusted footages to calculate assessment:

$$130900 \times \$0.025 = \$3272.50$$

$$14591 \times \$0.04 = \$583.64$$

$$387 \times \$10 = \$3,870$$

$$\text{Total assessment: } \$3272.50 + \$583.64 + \$3,870 = \$7726.14$$

I believe this is the way you may have been calculating (but yields same result)

$$327250 \times \$0.025 \times 0.4 = \$3272.50$$

$$58364 \times \$0.04 \times 0.25 = \$583.64$$

$$967.5 \times \$10 \times 0.4 = \$3870$$

$$\text{Total assessment: } \$3272.50 + \$583.64 + \$3,870 = \$7726.14$$

I remain available if you have any questions; call anytime: 310-430-5121

Thank you for your review. My sincere apologies for communication from multiple angles. Per the City, our deadline has been extended until Friday to collect petitions in support, although sooner helps us tremendously. We will appreciate anything you can do to assist.

Warmest regards,  
Tara

**Subject:** Re: South Park  
**Date:** Tuesday, May 23, 2017 at 1:48:20 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine

**Attachments:** image001.png, image002.png, image003.png, image004.png

Hey Tara,

I'm on the phone with Joyce right now, and she's saying that LAUSD should be paying a different rate. I'd like to get this squared away so we can secure a signature as they're a pretty large percentage (1.74%). Joyce is available this afternoon for a phone call. Can you please give me some times that work for you?

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Monday, May 22, 2017 at 1:28 PM  
**To:** Tara Devine <tara@devine-strategies.com>  
**Subject:** FW: South Park

Forgot to bcc you on this one.

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Monday, May 22, 2017 at 1:27 PM  
**To:** "Izumi, Joyce" <joyce.izumi@lausd.net>, Robin Bieker <robin@biekerco.com>  
**Cc:** "Boyajian, Yekaterina" <yekaterina.boyajian@lausd.net>  
**Subject:** Re: South Park

Apologies, I grabbed the wrong table for **APN 5134022903**.

Here's the correct information:

**APN 5134022903**

	SF	RATE	TOTAL ASSMT	MDP WRITTEN EXAMPLE:
BLDG SF	825,416	\$ 0.0275630	\$ 22,750.94	2,700 x \$0.027563/square foot (bldg) = \$ 74.42
LOT SF	58,370	\$ 0.0441000	\$ 2,574.12	5,000 x \$0.0441/square foot (lot) = \$ 220.50
FRONTAGE	916	\$ 11.0250000	\$ 10,098.90	150 x \$11.025/linear foot (frontage) = \$1,653.75
			\$ 35,423.96	TOTAL ASSESSMENT = \$1,948.67

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Monday, May 22, 2017 at 1:26 PM  
**To:** "Izumi, Joyce" <joyce.izumi@lausd.net>, Robin Bieker <robin@biekerco.com>  
**Cc:** "Boyajian, Yekaterina" <yekaterina.boyajian@lausd.net>  
**Subject:** Re: South Park

Thank you, Joyce.

Here are the details of the calculations:

**APN 5134022903**

	SF	RATE	TOTAL ASSMT	MDP WRITTEN EXAMPLE:
BLDG SF	39,610	\$ 0.0551250	\$ 2,183.50	2,700 x \$0.055125/square foot (bldg) = \$ 148.84
LOT SF	29,735	\$ 0.0716630	\$ 2,130.90	5,000 x \$0.071663/square foot (lot) = \$ 358.32 27
FRONTAGE	348	\$ 13.2300000	\$ 4,604.04	150 x \$13.23/linear foot (frontage) = \$1,984.50
			\$ 8,918.44	TOTAL ASSESSMENT = \$2,491.66

**APN 5134022902**

	SF	RATE	TOTAL ASSMT
BLDG SF	130,900	\$ 0.0250	\$ 3,272.50
LOT SF	14,591	\$ 0.0400	\$ 583.64
FRONTAGE	387	\$ 10.0000	\$ 3,870.00
			\$ 7,726.14

Please let me know if you have any other questions. Our deadline has been extended, but the sooner we can get these signatures in, the better!

Thank you again for your assistance,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

---

**From:** "Izumi, Joyce" <joyce.izumi@lausd.net>  
**Date:** Monday, May 22, 2017 at 1:16 PM  
**To:** Robin Bieker <robin@biekerco.com>, Ellen Riotto <ellen@southpark.la>  
**Cc:** "Boyajian, Yekaterina" <yekaterina.boyajian@lausd.net>  
**Subject:** RE: South Park

Robin & Ellen,

The new contact person is Yekaterina Boyajian (Director of Non-Academic Facilities Planning). Regarding the South Park BID petition, I just received an email copy of it MDP and petition last week. I had asked for the detail on the square footages used to calculate the assessments from your consultant, but they have not yet been provided to me. Because your deadline is the end of business today and our office must circulate this petition for approvals, LAUSD will not be able to provide a response back today.

Should you have any questions, please do not hesitate in contacting me.

Joyce Izumi

**Los Angeles Unified School District  
FSD-Leasing & Space Utilization**

333 South Beaudry Avenue 23rd Floor  
Los Angeles, CA 90017  
Phone 213-241-6126 Fax 213-241-6784

---

**From:** Ma, Eileen  
**Sent:** Monday, May 22, 2017 11:25 AM  
**To:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Izumi, Joyce <[joyce.izumi@lausd.net](mailto:joyce.izumi@lausd.net)>  
**Cc:** 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** South Park

Robin

Sorry I just received your email just now. I am no longer with Leasing. Please contact Joyce Izumi cc'd on this email and tele 213.241.6126

**Eileen Suto Ma**

LAUSD  
Asset Management Branch  
333 South Beaudry Avenue, Floor 23  
Los Angeles, CA 90017  
[Eileen.ma@lausd.net](mailto:Eileen.ma@lausd.net)  
[Tel:213.241.6124](tel:213.241.6124)

This message, together with any attachments, is intended only for the use of the individual or entity to which it is addressed and may contain information that is legally privileged, confidential, or exempt from disclosure. If you are not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this message or any attachment is strictly prohibited. If you have received this message in error, please notify the original sender immediately by telephone or by return e-mail and delete this message, along with any attachments, from your computer.

---

**From:** Robin Bieker [<mailto:robin@biekerco.com>]  
**Sent:** Monday, May 22, 2017 10:45 AM  
**To:** Ma, Eileen <[eileen.ma@lausd.net](mailto:eileen.ma@lausd.net)>  
**Cc:** 'Ron Bagel' <[bageloni@aol.com](mailto:bageloni@aol.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** FW: Eileen Ma and LA Unified

Good morning Eileen.

I don't know if you remember me but I worked with Ron Bagel and the LAUSD a number of years ago.

I am Chairman of the South Park Business Improvement District and we are in renewal period. We are trying to get to the over 50% threshold to avoid manual billing and the deadline is TODAY at 5:00.

Please take a look at the district plan and the LAUSD assessment. I'm hoping that you can review, sign, scan and send to me by day's end. Please copy Ellen Riotto if you are able to take care of it today.

Many thanks.

Regards,

Robin Bieker, Chair  
South Park BID  
[robin@biekerco.com](mailto:robin@biekerco.com)

**Subject:** FW: South Park  
**Date:** Monday, May 22, 2017 at 1:28:31 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png, image002.png, image003.png, image004.png

Forgot to bcc you on this one.

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Monday, May 22, 2017 at 1:27 PM  
**To:** "Izumi, Joyce" <joyce.izumi@lausd.net>, Robin Bieker <robin@biekerco.com>  
**Cc:** "Boyajian, Yekaterina" <yekaterina.boyajian@lausd.net>  
**Subject:** Re: South Park

Apologies, I grabbed the wrong table for **APN 5134022903**.

Here's the correct information:

**APN 5134022903**

	SF	RATE	TOTAL ASSMT	MDP WRITTEN EXAMPLE:
BLDG SF	825,416	\$ 0.0275630	\$ 22,750.94	2,700 x \$0.027563/square foot (bldg) = \$ 74.42
LOT SF	58,370	\$ 0.0441000	\$ 2,574.12	5,000 x \$0.0441/square foot (lot) = \$ 220.50
FRONTAGE	916	\$ 11.0250000	\$ 10,098.90	150 x \$11.025/linear foot (frontage) = \$1,653.75
			\$ 35,423.96	TOTAL ASSESSMENT = \$1,948.67

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Monday, May 22, 2017 at 1:26 PM  
**To:** "Izumi, Joyce" <joyce.izumi@lausd.net>, Robin Bieker <robin@biekerco.com>  
**Cc:** "Boyajian, Yekaterina" <yekaterina.boyajian@lausd.net>  
**Subject:** Re: South Park

Thank you, Joyce.

Here are the details of the calculations:

**APN 5134022903**

	SF	RATE	TOTAL ASSMT	MDP WRITTEN EXAMPLE:
BLDG SF	39,610	\$ 0.0551250	\$ 2,183.50	2,700 x \$0.055125/square foot (bldg) = \$ 148.84
LOT SF	29,735	\$ 0.0716630	\$ 2,130.90	5,000 x \$0.071663/square foot (lot) = \$ 358.32 27
FRONTAGE	348	\$ 13.2300000	\$ 4,604.04	150 x \$13.23/linear foot (frontage) = \$1,984.50
			<u>\$ 8,918.44</u>	TOTAL ASSESSMENT = \$2,491.66

**APN 5134022902**

	SF	RATE	TOTAL ASSMT
BLDG SF	130,900	\$ 0.0250	\$ 3,272.50
LOT SF	14,591	\$ 0.0400	\$ 583.64
FRONTAGE	387	\$ 10.0000	\$ 3,870.00
			<u>\$ 7,726.14</u>

Please let me know if you have any other questions. Our deadline has been extended, but the sooner we can get these signatures in, the better!

Thank you again for your assistance,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

---

**From:** "Izumi, Joyce" <joyce.izumi@lausd.net>  
**Date:** Monday, May 22, 2017 at 1:16 PM  
**To:** Robin Bieker <robin@biekerco.com>, Ellen Riotto <ellen@southpark.la>  
**Cc:** "Boyajian, Yekaterina" <yekaterina.boyajian@lausd.net>  
**Subject:** RE: South Park

Robin & Ellen,

The new contact person is Yekaterina Boyajian (Director of Non-Academic Facilities Planning). Regarding the South Park BID petition, I just received an email copy of it MDP and petition last week. I had asked for the detail on the square footages used to calculate the assessments from your consultant, but they have not yet been provided to me. Because your deadline is the end of business today and our office must circulate this petition for approvals, LAUSD will not be able to provide a response back today.

Should you have any questions, please do not hesitate in contacting me.

Joyce Izumi

**Los Angeles Unified School District  
FSD-Leasing & Space Utilization**

333 South Beaudry Avenue 23rd Floor  
Los Angeles, CA 90017  
Phone 213-241-6126 Fax 213-241-6784

---

**From:** Ma, Eileen  
**Sent:** Monday, May 22, 2017 11:25 AM  
**To:** Robin Bieker <robin@biekerco.com>; Izumi, Joyce <joyce.izumi@lausd.net>  
**Cc:** 'Ellen Riotto' <ellen@southpark.la>  
**Subject:** South Park

Robin

Sorry I just received your email just now. I am no longer with Leasing. Please contact Joyce Izumi cc'd on this email and tele 213.241.6126

**Eileen Suto Ma**

LAUSD  
Asset Management Branch  
333 South Beaudry Avenue, Floor 23  
Los Angeles, CA 90017  
[Eileen.ma@lausd.net](mailto:Eileen.ma@lausd.net)  
[Tel:213.241.6124](tel:213.241.6124)

This message, together with any attachments, is intended only for the use of the individual or entity to which it is addressed and may contain information that is legally privileged, confidential, or exempt from disclosure. If you are not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this message or any attachment is strictly prohibited. If you have received this message in error, please notify the original sender immediately by telephone or by return e-mail and delete this message, along with any attachments, from your computer.

---

**From:** Robin Bieker [<mailto:robin@biekerco.com>]  
**Sent:** Monday, May 22, 2017 10:45 AM  
**To:** Ma, Eileen <[eileen.ma@lausd.net](mailto:eileen.ma@lausd.net)>  
**Cc:** 'Ron Bagel' <[bageloni@aol.com](mailto:bageloni@aol.com)>; 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** FW: Eileen Ma and LA Unified

Good morning Eileen.

I don't know if you remember me but I worked with Ron Bagel and the LAUSD a number of years ago.

I am Chairman of the South Park Business Improvement District and we are in renewal period. We are trying to get to the over 50% threshold to avoid manual billing and the deadline is TODAY at 5:00.

Please take a look at the district plan and the LAUSD assessment. I'm hoping that you can review, sign, scan and send to me by day's end. Please copy Ellen Riotto if you are able to take care of it today.

Many thanks.



Regards,

Robin Bieker, Chair  
South Park BID  
[robin@biekerco.com](mailto:robin@biekerco.com)

**Subject:** RE: AEG Petition  
**Date:** Monday, May 22, 2017 at 12:00:41 PM Pacific Daylight Time  
**From:** Shelby Jordan  
**To:** Tara Devine, Ellen Riotto  
**CC:** Mario Montez  
**Attachments:** Petition re~ South Park BID.PDF

Executed petition attached.

Shelby Jordan  
AEG

865 South Figueroa St., Suite 800  
Los Angeles, CA 90017  
P (213) 337-4809  
C (213) 458-2735

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Sunday, May 21, 2017 12:50 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Mario Montez <mario.montez@lacity.org>; Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>  
**Subject:** Re: AEG Petition

Attached is the updated petition for this APN.

On Fri, May 19, 2017 at 4:31 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you.

Tara, are you able to create a new petition?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

> On May 19, 2017, at 4:30 PM, Mario Montez <[mario.montez@lacity.org](mailto:mario.montez@lacity.org)> wrote:

>

> Ellen,

>

> Regarding the petition for AEG, parcel number 8940-356-003, however, County records show the owner as LA Arena Funding LLC.

>

> Thanks

> Mario

**Subject:** Re: OKON HOLDINGS LLC

**Date:** Monday, May 22, 2017 at 11:59:12 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Sauli Danpour, Tara Devine

Fantastic. Thanks for tracking this down, Sauli.

---

**From:** Sauli Danpour <saulid@xyvest.com>

**Date:** Monday, May 22, 2017 at 11:58 AM

**To:** Ellen Riotto <ellen@southpark.la>, Tara Devine <tara@devine-strategies.com>

**Subject:** OKON HOLDINGS LLC

Ellen, Tara,

Attached is a copy of the Grant Deed on the expanding parking lot.

Sauli

Date: Fri, 19 May 2017 16:57:07 -0700

To: Ellen Riotto <ellen@southpark.la>, Tara Devine <tara@devine-strategies.com>

From: Sauli Danpour <saulid@xyvest.com>

Subject: Re: OKON HOLDINGS LLC

Ladies,

I don't seem to have the Grant Deed, but a Deed of Trust is attached showing Okon Holdings as the borrower on that parcel. I will request a copy of the Grant Deed from the title company and copy you on the request so that they can send it directly to you as well.

Hopefully, we'll get it no later than Monday.

Sauli

At 03:16 PM 5/19/2017, Ellen Riotto wrote:

Sauli, thanks for the signed petition. Per Tara's note below, can you also send along a copy of the deed or fully executed closing docs?

Thank you,

Ellen

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Friday, May 19, 2017 at 1:29 PM

**To:** Sauli Danpour <saulid@xyvest.com>, Ellen Riotto <ellen@southpark.la>

**Subject:** OKON HOLDINGS LLC

Revised petition attached for new owner.

**Please note that the Clerk will reject any signature for this parcel unless it is accompanied by a deed or fully executed closing docs for the parcel. The City insists that the petition match current Assessor records for owner name unless you furnish this documentation.**

Assessor records as of six weeks ago (update theoretically possible but unlikely since then) show the owner as Pico Venture Ltd LLC. We pull directly from the Assessor which is more current than any source online. Thanks for your assistance in securing this petition!

Tara

**Subject:** OKON HOLDINGS LLC  
**Date:** Monday, May 22, 2017 at 11:58:15 AM Pacific Daylight Time  
**From:** Sauli Danpour  
**To:** Ellen Riotto, Tara Devine  
**Attachments:** GrantDeed.ParkingLot.pdf

Ellen, Tara,  
Attached is a copy of the Grant Deed on the expanding parking lot.  
Sauli

Date: Fri, 19 May 2017 16:57:07 -0700  
To: Ellen Riotto <ellen@southpark.la>, Tara Devine <tara@devine-strategies.com>  
From: Sauli Danpour <saulid@xyvest.com>  
Subject: Re: OKON HOLDINGS LLC

Ladies,  
I don't seem to have the Grant Deed, but a Deed of Trust is attached showing Okon Holdings as the borrower on that parcel. I will request a copy of the Grant Deed from the title company and copy you on the request so that they can send it directly to you as well. Hopefully, we'll get it no later than Monday.  
Sauli

At 03:16 PM 5/19/2017, Ellen Riotto wrote:

Sauli, thanks for the signed petition. Per Tara's note below, can you also send along a copy of the deed or fully executed closing docs?

Thank you,

Ellen

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Friday, May 19, 2017 at 1:29 PM

**To:** Sauli Danpour <saulid@xyvest.com>, Ellen Riotto <ellen@southpark.la>

**Subject:** OKON HOLDINGS LLC

Revised petition attached for new owner.

**Please note that the Clerk will reject any signature for this parcel unless it is accompanied by a deed or fully executed closing docs for the parcel. The City insists that the petition match current Assessor records for owner name unless you furnish this documentation.**

Assessor records as of six weeks ago (update theoretically possible but unlikely since then) show the owner as Pico Venture Ltd LLC. We pull directly from the Assessor which is more current than any source online.

Thanks for your assistance in securing this petition!

Tara

**Subject:** Re: Updated master petition file

**Date:** Monday, May 22, 2017 at 9:20:19 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Wallis Locke, Katie Kiefer

Noted.

FYI Team I just saved new file to our Dropbox and removed the previous one.

---

**From:** Tara Devine <tara@devine\_strategies.com>

**Date:** Sunday, May 21, 2017 at 1:07 PM

**To:** Ellen Riotto <ellen@southpark.la>, Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** Updated master petition file

Ellen:

This version incorporates several changes over the past few days:

- Sauli parcel 5139-022-020 - new owner / name change to Morrison Hotel LLC
- Sauli parcel 5139-022-021 - new owner / name change to Okon Holdings LLC
- Mack Urban parcel 5139-020094 - new owner / name change to Aven Apartments LLC
- AEG parcel 8940-356-003 - owner name change per Mario to LA Arena Funding LLC

NOTE: The other changes Mack Urban requested (to group various parcels together) we did as a courtesy, but as that is not how we normally generate them...I did not make those changes in the master petition file - I just culled and did those separately.

Tara

**Subject:** Re: Updated master petition file

**Date:** Sunday, May 21, 2017 at 1:42:51 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Wallis Locke, Katie Kiefer

Thank you Tara

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. 213-663-1112

c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

On May 21, 2017, at 1:08 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen:

This version incorporates several changes over the past few days:

- Sauli parcel 5139-022-020 - new owner / name change to Morrison Hotel LLC
- Sauli parcel 5139-022-021 - new owner / name change to Okon Holdings LLC
- Mack Urban parcel 5139-020094 - new owner / name change to Aven Apartments LLC
- AEG parcel 8940-356-003 - owner name change per Mario to LA Arena Funding LLC

NOTE: The other changes Mack Urban requested (to group various parcels together) we did as a courtesy, but as that is not how we normally generate them...I did not make those changes in the master petition file - I just culled and did those separately.

Tara

<GREATER SOUTH PARK - MASTER PETITION FILE.pdf>

**Subject:** Re: Mack Urban Petitions  
**Date:** Monday, May 22, 2017 at 9:18:49 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Andrew Dutton, Tara Devine  
**Attachments:** image001.jpg, image002.jpg, image003.png, image004.jpg, image005.png

Thanks Andrew. As of Friday we were just shy of 40%. We had some petitions come in over the weekend but I'm waiting to do a new tally. Definitely need this final push.

---

**From:** Andrew Dutton <adutton@mackurban.com>  
**Date:** Monday, May 22, 2017 at 9:17 AM  
**To:** Ellen Riotto <ellen@southpark.la>, Tara Devine <tara@devine-strategies.com>  
**Subject:** RE: Mack Urban Petitions

Ellen, We're waiting on partner approvals before we release the executed petitions ... hoping to get that to you soon.

How are we doing on majority petition for support?

**ANDREW DUTTON**  
Associate Development Manager



1150 S. Olive, Suite 2250  
Los Angeles, CA 90015  
T 213 542 4317  
C 415 250 9882  
F 213 437 0474  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]  
**Sent:** Monday, May 22, 2017 9:16 AM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Thanks for this, Tara. Andrew, please let me know if you need anything else on our end.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Friday, May 19, 2017 at 2:44 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Yes, Andrew - you rock. Sorry this stuff is so nitpicky. Welcome to my world, lol!

Attached is a full set of your petitions. They appear in the order of the sites as you listed them: 1, 1A, 2,3, 4. Each petition corresponds to a single site, except for p. 4 and p.5. These two petitions taken together represent "Site 3" as you listed them.

The Aven property has been updated to reflect the new owner, and Ellen already has from you what she needs to provide to the City to demonstrate that this ownership change took place.

We did rush these today, so please proof and if you see any typos or issues, please let me know and we'll gladly fix.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Fri, May 19, 2017 at 1:45 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you both for this speedy communication and turnaround!

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Friday, May 19, 2017 at 1:43 PM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

Thanks. For site with the 3 "debated" parcels, I will create two petitions (I can't put them on one because owner names are not same.) Suggestion: clip these two together and add a note explaining that they are one site with mixed ownership names.

The rest will match what you wanted. I will re-send a full packet asap. I'm going to do my best to finish it before I leave for a 2pm meeting. Thanks for the quick replies!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Fri, May 19, 2017 at 1:14 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Apologies for all of this confusion ... let's go w/ whatever the database notes. If we can priorities by site, great. If not, however it must be done.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213.542.4317](tel:213.542.4317)

C 415 250 9882  
F 213 437 0474  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Friday, May 19, 2017 1:09 PM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

We furnished all petitions as requested (including Aven, which should be accepted by the City with the doc you sent to Ellen - thank you!.)

Our remaining concerns are these 3 parcels:

5139-019-040  
5139-019-011  
5139-019-015

You indicated one owner for these 3, but Assessor records show all three to be different from what you have stated (two different owners, neither matching your submission.) Without documentation, none will be accepted. Can you do me a favor and double-check your ownership records for these three APNs? I understand that they may represent one single site, but they are recorded as three separate parcels and your records for all are not consistent with Assessor. We want to help you to resolve asap.

I have reattached all petitions as requested excepting the 3 parcels listed above which we are unable to resolve. Thanks!

On Fri, May 19, 2017 at 12:46 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Understood. Let's keep the ownership as noted on the LA County database for Site 1 (AVEN). Please copy me on the final petition document.

As for the others, the primary reason we ask this is the partners involved with each site vary. We appreciate you accommodating our request.

Thank you for your help on this.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[Electronic Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Friday, May 19, 2017 11:59 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>; [pchambers@mucommunities.com](mailto:pchambers@mucommunities.com); Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well.

Other petitions are attached so these can proceed to signature.

NOTES:

1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")

2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.

3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <

[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <

[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject: RE: Mack Urban Petitions**

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS**  
**LLC**  
5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**  
5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 2:**  
**DTLA South Park Properties Proco I, LLC**

5139-020-025

5139-020-006  
5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 3:**  
**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

COMMENT: This is problematic, and your requested edit will result in petition rejection for all of these parcels. **We have held off on regenerating this petition pending your reply.** As of six weeks ago, Assessor shows owner of -040 as DTLA SOUTH PARK PROPERTIES PROPCO II LLC and the other two (-011 and -015) as DTLA S PARK PROP PROPCO II LLC.

**Note the subtle differences in these names from one another and from your stated owner, although they may be the same legal entity.** These will be rejected if I edit as you request above unless you provide a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.) Alternatively, if the Assessor entered the owner incorrectly (data input error), I have to send you to the Assessor to get that corrected. Please let me know if you agree with the owner names I have stated in the paragraph, or disagree with them. If you disagree, kindly reaffirm how you want these 3 APNS done. I will prepare them as such, but they will require documentation to avoid rejection.

**Site 4/4A:**  
**GATEWAY WREN LLC**

5139-024-017  
5139-024-016

COMMENT: **This petition is unchanged but attached for convenience** (our original petition matches your notes.)

Thanks,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Thursday, May 18, 2017 10:00 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Andrew Dutton <

[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Date:** Wednesday, May 17, 2017 at 5:52 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**

Gateway Wren, LLC

5139-024-017

5139-024-016

AVEN:

**Site 1:**

DTLA South Park Properties Propco II, LLC

5139-020-094

LANDCO:

**Site 1A:**

DTLA South Park Properties Proco II, LLC

5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Thank you,



**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[Electronic Privacy/Confidentiality Notice](#)

---

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]

**Sent:** Tuesday, May 16, 2017 2:47 PM

**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>

**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager

[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**

1230 South Olive Street DTLA 90015

O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Tuesday, May 16, 2017 11:06 AM

**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 – we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** RE: Mack Urban Petitions  
**Date:** Monday, May 22, 2017 at 9:17:14 AM Pacific Daylight Time  
**From:** Andrew Dutton  
**To:** Ellen Riotto, Tara Devine  
**Attachments:** image005.jpg, image006.jpg, image007.png, image008.jpg, image009.png

Ellen, We're waiting on partner approvals before we release the executed petitions ... hoping to get that to you soon.

How are we doing on majority petition for support?

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

T 213 542 4317  
C 415 250 9882  
F 213 437 0474  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]  
**Sent:** Monday, May 22, 2017 9:16 AM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Thanks for this, Tara. Andrew, please let me know if you need anything else on our end.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Friday, May 19, 2017 at 2:44 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Yes, Andrew - you rock. Sorry this stuff is so nitpicky. Welcome to my world, lol!

Attached is a full set of your petitions. They appear in the order of the sites as you listed them: 1, 1A, 2,3, 4. Each petition corresponds to a single site, except for p. 4 and p.5. These two petitions taken together represent "Site 3" as you listed them.

The Aven property has been updated to reflect the new owner, and Ellen already has from you what she needs to provide to the City to demonstrate that this ownership change took place.

We did rush these today, so please proof and if you see any typos or issues, please let me know and we'll gladly fix.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Fri, May 19, 2017 at 1:45 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you both for this speedy communication and turnaround!

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Friday, May 19, 2017 at 1:43 PM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

Thanks. For site with the 3 "debated" parcels, I will create two petitions (I can't put them on one because owner names are not same.) Suggestion: clip these two together and add a note explaining that they are one site with mixed ownership names.

The rest will match what you wanted. I will re-send a full packet asap. I'm going to do my best to finish it before I leave for a 2pm meeting. Thanks for the quick replies!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310 430 5121](tel:3104305121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Fri, May 19, 2017 at 1:14 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Apologies for all of this confusion ... let's go w/ whatever the database notes. If we can priorities by site, great. If not, however it must be done.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

**T** [213 542 4317](tel:2135424317)

**C** [415 250 9882](tel:4152509882)

**F** [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Friday, May 19, 2017 1:09 PM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

We furnished all petitions as requested (including Aven, which should be accepted by the City with the doc you sent to Ellen - thank you!.)

Our remaining concerns are these 3 parcels:

5139-019-040

5139-019-011

5139-019-015

You indicated one owner for these 3, but Assessor records show all three to be different from what you have stated (two different owners, neither matching your submission.) Without documentation, none will be accepted. Can you do me a favor and double-check your ownership records for these three APNs? I understand that they may represent one single site, but they are recorded as three separate parcels and your records for all are not consistent with Assessor. We want to help you to resolve asap.

I have reattached all petitions as requested excepting the 3 parcels listed above which we are unable to resolve. Thanks!

On Fri, May 19, 2017 at 12:46 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Understood. Let's keep the ownership as noted on the LA County database for Site 1 (AVEN). Please copy me on the final petition document.

As for the others, the primary reason we ask this is the partners involved with each site vary. We appreciate you accommodating our request.

Thank you for your help on this.

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Friday, May 19, 2017 11:59 AM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>; [pchambers@mucommunities.com](mailto:pchambers@mucommunities.com); Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well.  
Other petitions are attached so these can proceed to signature.

NOTES:

- 1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")
- 2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.
- 3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

Cc: Kevin Lindquist <

[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <

[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject: RE: Mack Urban Petitions**

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**

5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**

5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 2:**

**DTLA South Park Properties Proco I, LLC**

5139-020-025

5139-020-006

5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the

petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 3:**  
**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

COMMENT: This is problematic, and your requested edit will result in petition rejection for all of these parcels. **We have held off on regenerating this petition pending your reply.** As of six weeks ago, Assessor shows owner of -040 as DTLA SOUTH PARK PROPERTIES PROPCO II LLC and the other two (-011 and -015) as DTLA S PARK PROP PROPCO II LLC.

**Note the subtle differences in these names from one another and from your stated owner, although they may be the same legal entity.** These will be rejected if I edit as you request above unless you provide a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.) Alternatively, if the Assessor entered the owner incorrectly (data input error), I have to send you to the Assessor to get that corrected. Please let me know if you agree with the owner names I have stated in the paragraph, or disagree with them. If you disagree, kindly reaffirm how you want these 3 APNS done. I will prepare them as such, but they will require documentation to avoid rejection.

**Site 4/4A:**  
**GATEWAY WREN LLC**

5139-024-017  
5139-024-016

COMMENT: This petition is unchanged but attached for convenience (our original petition matches your notes.)

Thanks,

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Thursday, May 18, 2017 10:00 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers



<[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller

<[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Andrew Dutton <

[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Date:** Wednesday, May 17, 2017 at 5:52 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**

Gateway Wren, LLC  
5139-024-017  
5139-024-016

AVEN:

**Site 1:**

DTLA South Park Properties Propco II, LLC  
5139-020-094

LANDCO:

**Site 1A:**

DTLA South Park Properties Proco II, LLC  
5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC  
5139-019-040  
5139-019-011  
5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

**T** [213 542 4317](tel:2135424317)

**C** [415 250 9882](tel:4152509882)

**F** [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]

**Sent:** Tuesday, May 16, 2017 2:47 PM

**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn

<[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>

**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience?  
This is time sensitive.

Thank you,

**Paul Chambers, CCRM** | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**  
1230 South Olive Street DTLA 90015  
O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)  
[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Tuesday, May 16, 2017 11:06 AM

**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 – we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

|

**Subject:** Re: Mack Urban Petitions  
**Date:** Monday, May 22, 2017 at 9:16:13 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Andrew Dutton  
**Attachments:** image001.jpg, image002.png, image003.jpg, image004.png

Thanks for this, Tara. Andrew, please let me know if you need anything else on our end.

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Friday, May 19, 2017 at 2:44 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Andrew Dutton <adutton@mackurban.com>  
**Subject:** Re: Mack Urban Petitions

Yes, Andrew - you rock. Sorry this stuff is so nitpicky. Welcome to my world, lol!

Attached is a full set of your petitions. They appear in the order of the sites as you listed them: 1, 1A, 2,3, 4. Each petition corresponds to a single site, except for p. 4 and p.5. These two petitions taken together represent "Site 3" as you listed them.

The Aven property has been updated to reflect the new owner, and Ellen already has from you what she needs to provide to the City to demonstrate that this ownership change took place.

We did rush these today, so please proof and if you see any typos or issues, please let me know and we'll gladly fix.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Fri, May 19, 2017 at 1:45 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you both for this speedy communication and turnaround!

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Friday, May 19, 2017 at 1:43 PM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

Thanks. For site with the 3 "debated" parcels, I will create two petitions (I can't put them on one because owner names are not same.) Suggestion: clip these two together and add a note explaining that they are one site with mixed ownership names.

The rest will match what you wanted. I will re-send a full packet asap. I'm going to do my best to finish it before I leave for a 2pm meeting. Thanks for the quick replies!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

## Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Fri, May 19, 2017 at 1:14 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Apologies for all of this confusion ... let's go w/ whatever the database notes. If we can priorities by site, great. If not, however it must be done.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Friday, May 19, 2017 1:09 PM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

We furnished all petitions as requested (including Aven, which should be accepted by the City with the doc you sent to Ellen - thank you!.)

Our remaining concerns are these 3 parcels:

5139-019-040

5139-019-011

5139-019-015

You indicated one owner for these 3, but Assessor records show all three to be different from what you have stated (two different owners, neither matching your submission.) Without documentation, none will be accepted. Can you do me a favor and double-check your ownership records for these three APNs? I understand that they may represent one single site, but they are recorded as three separate parcels and your records for all are not consistent with Assessor. We want to help you to resolve asap.

I have reattached all petitions as requested excepting the 3 parcels listed above which we are unable to resolve. Thanks!

On Fri, May 19, 2017 at 12:46 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Understood. Let's keep the ownership as noted on the LA County database for Site 1 (AVEN). Please copy me on the final petition document.

As for the others, the primary reason we ask this is the partners involved with each site vary. We appreciate you accommodating our request.

Thank you for your help on this.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Friday, May 19, 2017 11:59 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>; [pchambers@mucommunities.com](mailto:pchambers@mucommunities.com); Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well.

Other petitions are attached so these can proceed to signature.

**NOTES:**

1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")

2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.

3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <

[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <

[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject: RE: Mack Urban Petitions**

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.



2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**  
~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS**  
**LLC**  
5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

**Site 1A:**  
**DTLA South Park Properties Proco II, LLC**  
5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 2:**  
**DTLA South Park Properties Proco I, LLC**  
  
5139-020-025  
  
5139-020-006  
5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 3:**  
**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

COMMENT: This is problematic, and your requested edit will result in petition rejection for all of these parcels. **We have held off on regenerating this petition pending your reply.** As of six weeks ago, Assessor shows owner of -040 as DTLA SOUTH PARK PROPERTIES PROPCO II LLC and the other two (-011 and -015) as DTLA S PARK PROP PROPCO II LLC.

**Note the subtle differences in these names from one another and from your stated owner, although they may be the same legal entity.** These will be rejected if I edit as you request above unless you

provide a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.) Alternatively, if the Assessor entered the owner incorrectly (data input error), I have to send you to the Assessor to get that corrected. Please let me know if you agree with the owner names I have stated in the paragraph, or disagree with them. If you disagree, kindly reaffirm how you want these 3 APNS done. I will prepare them as such, but they will require documentation to avoid rejection.

**Site 4/4A:  
GATEWAY WREN LLC**

5139-024-017  
5139-024-016

COMMENT: This petition is unchanged but attached for convenience (our original petition matches your notes.)

Thanks,

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015  
T [213 542 4317](tel:2135424317)  
C [415 250 9882](tel:4152509882)  
F [213 437 0474](tel:2134370474)  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Thursday, May 18, 2017 10:00 AM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Andrew Dutton <

[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Date:** Wednesday, May 17, 2017 at 5:52 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**

Gateway Wren, LLC  
5139-024-017  
5139-024-016

AVEN:

**Site 1:**

DTLA South Park Properties Propco II, LLC  
5139-020-094

LANDCO:

**Site 1A:**

DTLA South Park Properties Proco II, LLC

5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]

**Sent:** Tuesday, May 16, 2017 2:47 PM

**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>

**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**  
1230 South Olive Street DTLA 90015  
O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)  
[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Tuesday, May 16, 2017 11:06 AM  
**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 – we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 1:45:17 PM Pacific Daylight Time  
**From:** Ellen Riotto

**To:** Tara Devine, Andrew Dutton

**Attachments:** image001.jpg, image002.png, image003.jpg, image004.png

Thank you both for this speedy communication and turnaround!

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Friday, May 19, 2017 at 1:43 PM

**To:** Andrew Dutton <adutton@mackurban.com>

**Cc:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: Mack Urban Petitions

Thanks. For site with the 3 "debated" parcels, I will create two petitions (I can't put them on one because owner names are not same.) Suggestion: clip these two together and add a note explaining that they are one site with mixed ownership names.

The rest will match what you wanted. I will re-send a full packet asap. I'm going to do my best to finish it before I leave for a 2pm meeting. Thanks for the quick replies!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Fri, May 19, 2017 at 1:14 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Apologies for all of this confusion ... let's go w/ whatever the database notes. If we can priorities by site, great. If not, however it must be done.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)  
C [415 250 9882](tel:4152509882)  
F [213 437 0474](tel:2134370474)  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Friday, May 19, 2017 1:09 PM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

We furnished all petitions as requested (including Aven, which should be accepted by the City with the doc you sent to Ellen - thank you!.)

Our remaining concerns are these 3 parcels:

5139-019-040  
5139-019-011  
5139-019-015

You indicated one owner for these 3, but Assessor records show all three to be different from what you have stated (two different owners, neither matching your submission.) Without documentation, none will be accepted. Can you do me a favor and double-check your ownership records for these three APNs? I understand that they may represent one single site, but they are recorded as three separate parcels and your records for all are not consistent with Assessor. We want to help you to resolve asap.

I have reattached all petitions as requested excepting the 3 parcels listed above which we are unable to resolve. Thanks!

On Fri, May 19, 2017 at 12:46 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Understood. Let's keep the ownership as noted on the LA County database for Site 1 (AVEN). Please copy me on the final petition document.

As for the others, the primary reason we ask this is the partners involved with each site vary. We appreciate you accommodating our request.

Thank you for your help on this.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[Electronic Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Friday, May 19, 2017 11:59 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>; [pchambers@mucommunities.com](mailto:pchambers@mucommunities.com); Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well.

Other petitions are attached so these can proceed to signature.

NOTES:

- 1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")
- 2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.
- 3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks



-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <

[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <

[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject: RE: Mack Urban Petitions**

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**

5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 2:**

**DTLA South Park Properties Proco I, LLC**

5139-020-025

5139-020-006

5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 3:**

**DTLA South Park Properties Proco I, LLC**

5139-019-040

5139-019-011

5139-019-015

COMMENT: This is problematic, and your requested edit will result in petition rejection for all of these parcels. **We have held off on regenerating this petition pending your reply.** As of six weeks ago, Assessor shows owner of -040 as DTLA SOUTH PARK PROPERTIES PROPCO II LLC and the other two (-011 and -015) as DTLA S PARK PROP PROPCO II LLC.

**Note the subtle differences in these names from one another and from your stated owner, although they may be the same legal entity.** These will be rejected if I edit as you request above unless you provide a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.) Alternatively, if the Assessor entered the owner incorrectly (data input error), I have to send you to the Assessor to get that corrected. Please let me know if you agree with the owner names I have stated in the paragraph, or disagree with them. If you disagree, kindly reaffirm how you want these 3 APNS done. I will prepare them as such, but they will require documentation to avoid rejection.

**Site 4/4A:**

**GATEWAY WREN LLC**

5139-024-017

5139-024-016

COMMENT: **This petition is unchanged but attached for convenience** (our original petition matches your notes.)

Thanks,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[Electronic Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Thursday, May 18, 2017 10:00 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Andrew Dutton <

[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Date:** Wednesday, May 17, 2017 at 5:52 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**

Gateway Wren, LLC

5139-024-017

5139-024-016

AVEN:

**Site 1:**

DTLA South Park Properties Propco II, LLC

5139-020-094

LANDCO:

**Site 1A:**

DTLA South Park Properties Proco II, LLC

5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

---

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]

**Sent:** Tuesday, May 16, 2017 2:47 PM

**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>

**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**

1230 South Olive Street DTLA 90015

O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Tuesday, May 16, 2017 11:06 AM

**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 – we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** RE: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 1:14:21 PM Pacific Daylight Time  
**From:** Andrew Dutton  
**To:** Tara Devine  
**CC:** Ellen Riotto  
**Attachments:** image001.jpg, image002.png, image003.jpg, image004.png

Tara,

Apologies for all of this confusion ... let's go w/ whatever the database notes. If we can priorities by site, great. If not, however it must be done.

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015  
**T** 213 542 4317  
**C** 415 250 9882  
**F** 213 437 0474  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E-Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Friday, May 19, 2017 1:09 PM  
**To:** Andrew Dutton <adutton@mackurban.com>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Mack Urban Petitions

We furnished all petitions as requested (including Aven, which should be accepted by the City with the doc you sent to Ellen - thank you!.)

Our remaining concerns are these 3 parcels:  
5139-019-040  
5139-019-011  
5139-019-015

You indicated one owner for these 3, but Assessor records show all three to be different from what you have stated (two different owners, neither matching your submission.) Without documentation, none will be accepted. Can you do me a favor and double-check your ownership records for these three APNs? I understand that they may represent one single site, but they are recorded as three separate parcels and your records for all are not consistent with Assessor. We want to help you to resolve asap.

I have reattached all petitions as requested excepting the 3 parcels listed above which we are unable to resolve. Thanks!

On Fri, May 19, 2017 at 12:46 PM, Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)> wrote:

Tara,

Understood. Let's keep the ownership as noted on the LA County database for Site 1 (AVEN). Please copy me on the final petition document.

As for the others, the primary reason we ask this is the partners involved with each site vary. We appreciate you accommodating our request.

Thank you for your help on this.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Friday, May 19, 2017 11:59 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>; [pchambers@mucommunities.com](mailto:pchambers@mucommunities.com); Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>; Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Mack Urban Petitions

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well.

Other petitions are attached so these can proceed to signature.

**NOTES:**

1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")

2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.

3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with



current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <

[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <

[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject: RE: Mack Urban Petitions**

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Propco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**  
5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 2:**

**DTLA South Park Properties Proco I, LLC**

5139-020-025

5139-020-006

5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 3:**

**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

COMMENT: This is problematic, and your requested edit will result in petition rejection for all of these parcels. **We have held off on regenerating this petition pending your reply.** As of six weeks ago, Assessor shows owner of -040 as DTLA SOUTH PARK PROPERTIES PROPCO II LLC and the other two (-011 and -015) as DTLA S PARK PROP PROPCO II LLC.

**Note the subtle differences in these names from one another and from your stated owner, although they may be the same legal entity.** These will be rejected if I edit as you request above unless you provide a deed

or fully executed closing docs showing prior owner and new owner (and names must match exactly.)  
Alternatively, if the Assessor entered the owner incorrectly (data input error), I have to send you to the Assessor to get that corrected. Please let me know if you agree with the owner names I have stated in the paragraph, or disagree with them. If you disagree, kindly reaffirm how you want these 3 APNS done. I will prepare them as such, but they will require documentation to avoid rejection.

**Site 4/4A:**  
**GATEWAY WREN LLC**

5139-024-017  
5139-024-016

COMMENT: **This petition is unchanged but attached for convenience** (our original petition matches your notes.)

Thanks,

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015  
T [213 542 4317](tel:2135424317)  
C [415 250 9882](tel:4152509882)  
F [213 437 0474](tel:2134370474)  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Thursday, May 18, 2017 10:00 AM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Andrew Dutton <

[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Date:** Wednesday, May 17, 2017 at 5:52 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

**WREN:**

**Site 4/4A:**

Gateway Wren, LLC  
5139-024-017  
5139-024-016

**AVEN:**

**Site 1:**

DTLA South Park Properties Propco II, LLC  
5139-020-094

**LANDCO:**

**Site 1A:**

DTLA South Park Properties Proco II, LLC  
5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC  
5139-019-040  
5139-019-011  
5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

**T** [213 542 4317](tel:2135424317)

**C** [415 250 9882](tel:4152509882)

**F** [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]  
**Sent:** Tuesday, May 16, 2017 2:47 PM  
**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>  
**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**  
1230 South Olive Street DTLA 90015  
O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)  
[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Tuesday, May 16, 2017 11:06 AM  
**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** RE: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 12:46:07 PM Pacific Daylight Time  
**From:** Andrew Dutton  
**To:** Tara Devine  
**CC:** Ellen Riotto  
**Attachments:** image001.jpg, image002.png, image003.jpg, image004.png, 14 - Grant Deed.pdf

Tara,

Understood. Let's keep the ownership as noted on the LA County database for Site 1 (AVEN). Please copy me on the final petition document.

As for the others, the primary reason we ask this is the partners involved with each site vary. We appreciate you accommodating our request.

Thank you for your help on this.

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015  
**T** 213 542 4317  
**C** 415 250 9882  
**F** 213 437 0474  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E-Mail Privacy/Confidentiality Notice](#)

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Friday, May 19, 2017 11:59 AM  
**To:** Andrew Dutton <adutton@mackurban.com>  
**Cc:** Kevin Lindquist <klindquist@mackurban.com>; pchambers@mucommunities.com; Paul Keller <pkeller@mackurban.com>; Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Mack Urban Petitions

Thanks for your detailed notes. Please see my comments below and advise on the one outstanding site/set of petitions so we may resolve those as well.  
Other petitions are attached so these can proceed to signature.

NOTES:

- 1) We customarily combine all petitions belonging to the precisely same legal owner to reduce the # of signatures required. We do generate a different petition if the owner name is even slightly different (as little difference as an ampersand vs. "AND.")
- 2) The Assessor data has an owner name field and an "overflow" field for very long ownership names. The original petitions did not include the overflow text, but we have added that for you.
- 3) We can (and have) split these by site if important to your processing, **however, for some of your parcels, the legal owner names you cite do not match our/Assessor records.** Our records were updated with current Assessor data, direct from the Assessor -- not an intermediary service -- just six weeks ago. **Your information may be correct, however, if it has not been recorded with the Assessor, the City is not going to accept it without documentation showing you are correct - a deed or fully executed closing documents.** Please see more detailed notes below.

On Fri, May 19, 2017 at 9:29 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <

[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <

[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject: RE: Mack Urban Petitions**

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.



1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

COMMENT: **We have regenerated this petition with this name and it is attached**; however, this owner change was not recorded by the Assessor as of six weeks ago. Unless it has been updated since then, the City will reject this petition unless accompanied by a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.)

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**  
5139-020-022

COMMENT: **We have regenerated this petition with this name and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 2:**

**DTLA South Park Properties Proco I, LLC**

5139-020-025

5139-020-006

5139-020-007

COMMENT: **We have regenerated this petition with this name/parcel grouping and it is attached**; the petition contains the missing "p" (Propco) not Proco. Ownership records match the name given.

**Site 3:**

**DTLA South Park Properties Proco I, LLC**

5139-019-040

5139-019-011

5139-019-015

COMMENT: This is problematic, and your requested edit will result in petition rejection for all of these parcels. **We have held off on regenerating this petition pending your reply.** As of six weeks ago, Assessor shows owner of -040 as DTLA SOUTH PARK PROPERTIES PROPCO II LLC and the other two (-011 and -015) as DTLA S PARK PROP PROPCO II LLC.

**Note the subtle differences in these names from one another and from your stated owner, although they may be the same legal entity.** These will be rejected if I edit as you request above unless you provide a deed or fully executed closing docs showing prior owner and new owner (and names must match exactly.) Alternatively, if

the Assessor entered the owner incorrectly (data input error), I have to send you to the Assessor to get that corrected. Please let me know if you agree with the owner names I have stated in the paragraph, or disagree with them. If you disagree, kindly reaffirm how you want these 3 APNS done. I will prepare them as such, but they will require documentation to avoid rejection.

**Site 4/4A:**  
**GATEWAY WREN LLC**

5139-024-017

5139-024-016

COMMENT: **This petition is unchanged but attached for convenience** (our original petition matches your notes.)

Thanks,

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Thursday, May 18, 2017 10:00 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Andrew Dutton <

[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Date:** Wednesday, May 17, 2017 at 5:52 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**

Gateway Wren, LLC

5139-024-017

5139-024-016

AVEN:

**Site 1:**

DTLA South Park Properties Propco II, LLC

5139-020-094

LANDCO:

**Site 1A:**

DTLA South Park Properties Proco II, LLC

5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]  
**Sent:** Tuesday, May 16, 2017 2:47 PM  
**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>  
**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**  
1230 South Olive Street DTLA 90015  
O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)  
[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Tuesday, May 16, 2017 11:06 AM  
**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 12:15:50 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robin Bieker  
**Attachments:** image001.jpg, image002.jpg, image003.png, image004.jpg, image005.png

Will do. Thanks.

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Friday, May 19, 2017 at 12:04 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Robin Bieker <robin@biekerco.com>  
**Subject:** Re: FW: Mack Urban Petitions

Perfect. I just replied on all changes (most okay, but one set of 3 parcels they list do not match owner records at all, and I would like them to confirm.) I furnished their petitions as asked for all the rest, including Aven.

Ellen - the City should accept the attached documentation. Be sure to submit it along with the Aven petition once they have signed it.

On Fri, May 19, 2017 at 11:56 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

FYI

---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** Friday, May 19, 2017 at 11:28 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Subject:** RE: Mack Urban Petitions

Ellen,

Thanks for the quick reply. We would like to still separate each petition by Site, as noted below. For each Ownership entity, we would like to see the full name on the Owner line.

For Site 1 (AVEN), the Owner is Aven Apartments LLC. I've attached our recorded copy of the transfer from DTLA South Park Properties Propco II, LLC to Aven Apartments LLC.

Let me know if this is an issue.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[Electronic Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]

**Sent:** Friday, May 19, 2017 10:21 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>;

Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>; Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>

**Subject:** Re: Mack Urban Petitions

Hi Andrew,

Here are the comments from our consultant:

I can regenerate the petitions today if this is important to them. They have very long ownership names, and the tail end of their names ends up in the overflow column (just a few characters.)

However, for the one they want renamed (Aven) **unless the Assessor has updated this in the last six weeks, the Clerk is going to reject this and ask for deed/fully executed closing docs before they will validate.** If the owner will not furnish it, this petition will not count. But I'll generate as they have requested it. They seem confident and precise in using the title names, so I will assume it is the correct new owner and just hasn't been recorded yet.

Please let me know what you think.

Thanks,

Ellen

---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Date:** Friday, May 19, 2017 at 9:28 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject:** RE: Mack Urban Petitions

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below).

Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**  
5139-020-022

**Site 2:**

**DTLA South Park Properties Proco I, LLC**  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**

**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

**Site 4/4A:**

**GATEWAY WREN LLC**  
5139-024-017  
5139-024-016

Thanks,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)



**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Thursday, May 18, 2017 10:00 AM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213.663.1112](tel:213.663.1112) | c. [401.439.8147](tel:401.439.8147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** Wednesday, May 17, 2017 at 5:52 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**  
Gateway Wren, LLC  
5139-024-017

5139-024-016

AVEN:

**Site 1:**  
DTLA South Park Properties Propco II, LLC  
5139-020-094

LANDCO:

**Site 1A:**  
DTLA South Park Properties Proco II, LLC  
5139-020-022

**Site 2:**  
DTLA South Park Properties Proco I, LLC  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**  
DTLA South Park Properties Proco I, LLC  
5139-019-040  
5139-019-011  
5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]

**Sent:** Tuesday, May 16, 2017 2:47 PM

**To:** Mark Wareham <

[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>

**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**  
1230 South Olive Street DTLA 90015  
O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)  
[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Tuesday, May 16, 2017 11:06 AM  
**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 – we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** FW: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 11:56:34 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robin Bieker  
**Attachments:** 14 - Grant Deed.pdf, image001.jpg, image002.jpg, image003.png, image004.jpg, image005.png

FYI

---

**From:** Andrew Dutton <adutton@mackurban.com>  
**Date:** Friday, May 19, 2017 at 11:28 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Kevin Lindquist <klindquist@mackurban.com>, Robin Bieker <robin@biekerco.com>  
**Subject:** RE: Mack Urban Petitions

Ellen,

Thanks for the quick reply. We would like to still separate each petition by Site, as noted below. For each Ownership entity, we would like to see the full name on the Owner line.

For Site 1 (AVEN), the Owner is Aven Apartments LLC. I've attached our recorded copy of the transfer from DTLA South Park Properties Propco II, LLC to Aven Apartments LLC.

Let me know if this is an issue.

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T 213 542 4317

C 415 250 9882

F 213 437 0474

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

**From:** Ellen Riotto [mailto:ellen@southpark.la]

**Sent:** Friday, May 19, 2017 10:21 AM

**To:** Andrew Dutton <adutton@mackurban.com>

**Cc:** Kevin Lindquist <klindquist@mackurban.com>; Paul Chambers <pchambers@mucommunities.com>; Paul Keller <pkeller@mackurban.com>; Robin Bieker <robin@biekerco.com>

**Subject:** Re: Mack Urban Petitions

Hi Andrew,

Here are the comments from our consultant:

I can regenerate the petitions today if this is important to them. They have very long ownership names, and the tail end of their names ends up in the overflow column (just a few characters.)

However, for the one they want renamed (Aven) **unless the Assessor has updated this in the last six weeks, the Clerk is going to reject this and ask for deed/fully executed closing docs before they will validate.** If the owner will not furnish it, this petition will not count. But I'll generate as they have requested it. They seem confident and precise in using the title names, so I will assume it is the correct new owner and just hasn't been recorded yet.

Please let me know what you think.

Thanks,

Ellen

---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Date:** Friday, May 19, 2017 at 9:28 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject:** RE: Mack Urban Petitions

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in

partnerships and lenders current and moving forward.

2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**  
5139-020-022

**Site 2:**

**DTLA South Park Properties Proco I, LLC**  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**

**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

**Site 4/4A:**

**GATEWAY WREN LLC**  
5139-024-017  
5139-024-016

Thanks,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

**T** 213 542 4317

**C** 415 250 9882

**F** 213 437 0474

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Thursday, May 18, 2017 10:00 AM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** Wednesday, May 17, 2017 at 5:52 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**

Gateway Wren, LLC

5139-024-017

5139-024-016

AVEN:

**Site 1:**

DTLA South Park Properties Propco II, LLC

5139-020-094

LANDCO:

**Site 1A:**

DTLA South Park Properties Proco II, LLC

5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T 213 542 4317

C 415 250 9882

F 213 437 0474

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)



**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]  
**Sent:** Tuesday, May 16, 2017 2:47 PM  
**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>  
**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**  
1230 South Olive Street DTLA 90015  
O 213 699 1011 | F 213 279 2943  
[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Tuesday, May 16, 2017 11:06 AM  
**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 10:48:32 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robin Bieker  
**Attachments:** image001.jpg, image002.png, image003.jpg, image004.png

Thanks!

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Friday, May 19, 2017 at 10:34 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Robin Bieker <robin@biekerco.com>  
**Subject:** Re: Mack Urban Petitions

I'm in the middle of these changes, but at least one does not match what they have told us. In other words, the Assessor has a different legal owner than they are telling us. It may be an error on the Assessor end but it's going to trigger more rejections. I am going to email them directly to clarify these.

On Fri, May 19, 2017 at 10:27 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Appreciate it.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Friday, May 19, 2017 at 10:25 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Subject:** Re: Mack Urban Petitions

I'm going to start reissuing their petitions since I cannot do it later today.

As I read their email, they seem decisive on the point and articulate a timeline, so I'll make this one happen.

On May 19, 2017 10:19 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara. I'll send your comments to Mack Urban now. Stay tuned.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Friday, May 19, 2017 at 10:17 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Subject:** Re: Fwd: Mack Urban Petitions

I can regenerate the petitions today if this is important to them. They have very long ownership names, and the tail end of their names ends up in the overflow column (just a few characters.)

However, for the one they want renamed (Aven) **unless the Assessor has updated this in the last six weeks, the Clerk is going to reject this and ask for deed/fully executed closing docs before they will validate.** If the owner will not furnish it, this petition will not count. But I'll generate as they have requested it. They seem confident and precise in using the title names, so I will assume it is the correct new owner and just hasn't been recorded yet.

I am out of pocket after 1:30pm today. I can do this and potentially handle other emails before then with the caveat that I probably can't squeeze in calls, too.

I'd suggest we focus on email issues today and set calls for Monday AM if those are needed.

I am currently open on Monday after 10:30am. I have tried to keep it clear just for SP.

On May 19, 2017 9:29 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** RE: Mack Urban Petitions

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the

LLC. The full ownership entity titles are listed below.

3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**  
5139-020-022

**Site 2:**

**DTLA South Park Properties Proco I, LLC**  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**

**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

**Site 4/4A:**

**GATEWAY WREN LLC**  
5139-024-017  
5139-024-016

Thanks,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Thursday, May 18, 2017 10:00 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** Wednesday, May 17, 2017 at 5:52 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**  
Gateway Wren, LLC  
5139-024-017  
5139-024-016

AVEN:

**Site 1:**

DTLA South Park Properties Propco II, LLC  
5139-020-094

LANDCO:

**Site 1A:**

DTLA South Park Properties Proco II, LLC  
5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC  
5139-019-040  
5139-019-011  
5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our  
electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

---

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]

**Sent:** Tuesday, May 16, 2017 2:47 PM

**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn  
<[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>

**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience?  
This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**  
1230 South Olive Street DTLA 90015  
O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)  
[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Tuesday, May 16, 2017 11:06 AM  
**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 – we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 10:27:41 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robin Bieker  
**Attachments:** image001.jpg, image002.png, image003.jpg, image004.png

Appreciate it.

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Friday, May 19, 2017 at 10:25 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Robin Bieker <robin@biekerco.com>  
**Subject:** Re: Mack Urban Petitions

I'm going to start reissuing their petitions since I cannot do it later today.

As I read their email, they seem decisive on the point and articulate a timeline, so I'll make this one happen.

On May 19, 2017 10:19 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara. I'll send your comments to Mack Urban now. Stay tuned.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Friday, May 19, 2017 at 10:17 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Subject:** Re: Fwd: Mack Urban Petitions

I can regenerate the petitions today if this is important to them. They have very long ownership names, and the tail end of their names ends up in the overflow column (just a few characters.)

However, for the one they want renamed (Aven) **unless the Assessor has updated this in the last six weeks, the Clerk is going to reject this and ask for deed/fully executed closing docs before they will validate.** If the owner will not furnish it, this petition will not count. But I'll generate as they have requested it. They seem confident and precise in using the title names, so I will assume it is the correct new owner and just hasn't been recorded yet.

I am out of pocket after 1:30pm today. I can do this and potentially handle other emails before then with the caveat that I probably can't squeeze in calls, too.

I'd suggest we focus on email issues today and set calls for Monday AM if those are needed.

I am currently open on Monday after 10:30am. I have tried to keep it clear just for SP.

On May 19, 2017 9:29 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:



Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers  
<[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject: RE: Mack Urban Petitions**

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**  
5139-020-022

**Site 2:**

**DTLA South Park Properties Proco I, LLC**  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**  
**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

**Site 4/4A:**  
**GATEWAY WREN LLC**  
5139-024-017  
5139-024-016

Thanks,

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015  
T [213 542 4317](tel:2135424317)  
C [415 250 9882](tel:4152509882)  
F [213 437 0474](tel:2134370474)  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Thursday, May 18, 2017 10:00 AM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** Wednesday, May 17, 2017 at 5:52 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**  
Gateway Wren, LLC  
5139-024-017  
5139-024-016

AVEN:

**Site 1:**  
DTLA South Park Properties Propco II, LLC  
5139-020-094

LANDCO:

**Site 1A:**  
DTLA South Park Properties Proco II, LLC  
5139-020-022

**Site 2:**  
DTLA South Park Properties Proco I, LLC  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**  
DTLA South Park Properties Proco I, LLC  
5139-019-040  
5139-019-011

5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

---

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]

**Sent:** Tuesday, May 16, 2017 2:47 PM

**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>

**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

**Paul Chambers, CCRM** | Property Manager

[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**

1230 South Olive Street DTLA 90015

O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Tuesday, May 16, 2017 11:06 AM

**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 –

we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 10:19:13 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robin Bieker  
**Attachments:** image001.jpg, image002.png, image003.jpg, image004.png

Thanks Tara. I'll send your comments to Mack Urban now. Stay tuned.

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Friday, May 19, 2017 at 10:17 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Robin Bieker <robin@biekerco.com>  
**Subject:** Re: Fwd: Mack Urban Petitions

I can regenerate the petitions today if this is important to them. They have very long ownership names, and the tail end of their names ends up in the overflow column (just a few characters.)

However, for the one they want renamed (Aven) **unless the Assessor has updated this in the last six weeks, the Clerk is going to reject this and ask for deed/fully executed closing docs before they will validate.** If the owner will not furnish it, this petition will not count. But I'll generate as they have requested it. They seem confident and precise in using the title names, so I will assume it is the correct new owner and just hasn't been recorded yet.

I am out of pocket after 1:30pm today. I can do this and potentially handle other emails before then with the caveat that I probably can't squeeze in calls, too.

I'd suggest we focus on email issues today and set calls for Monday AM if those are needed.

I am currently open on Monday after 10:30am. I have tried to keep it clear just for SP.

On May 19, 2017 9:29 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** RE: Mack Urban Petitions

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

**Site 1A:**

**DTLA South Park Properties Proco II, LLC**  
5139-020-022

**Site 2:**

**DTLA South Park Properties Proco I, LLC**  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**

**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

**Site 4/4A:**

**GATEWAY WREN LLC**  
5139-024-017  
5139-024-016

Thanks,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Thursday, May 18, 2017 10:00 AM

**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers

<[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>

**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)



---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** Wednesday, May 17, 2017 at 5:52 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**  
Gateway Wren, LLC  
5139-024-017  
5139-024-016

AVEN:

**Site 1:**  
DTLA South Park Properties Propco II, LLC  
5139-020-094

LANDCO:

**Site 1A:**  
DTLA South Park Properties Proco II, LLC  
5139-020-022

**Site 2:**  
DTLA South Park Properties Proco I, LLC  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**  
DTLA South Park Properties Proco I, LLC  
5139-019-040  
5139-019-011  
5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4317](tel:2135424317)

C [415 250 9882](tel:4152509882)

F [213 437 0474](tel:2134370474)

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

---

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]

**Sent:** Tuesday, May 16, 2017 2:47 PM

**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>

**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>

**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**

1230 South Olive Street DTLA 90015

O [213 699 1011](tel:2136991011) | F [213 279 2943](tel:2132792943)

[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Tuesday, May 16, 2017 11:06 AM

**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>

**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 – we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Fwd: Mack Urban Petitions  
**Date:** Friday, May 19, 2017 at 9:29:08 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** tara@devine-strategies.com  
**CC:** Robin Bieker  
**Attachments:** image004.jpg, image005.png, image006.jpg, image007.png

Tara

Please see below for comments from Mack Urban. Do you have time to discuss today?

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

Begin forwarded message:

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** May 19, 2017 at 9:28:00 AM PDT  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>, Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** RE: Mack Urban Petitions

Ellen,

After internal discussion following our call, we would like to request the following revisions (see below). Once updated, I'll get this to our authorized signatory for final review/approval. Realistically it will take us today/the weekend to get it signed (involves partner approvals as well). I anticipate this to be returned Monday late morning.

1. Each petition should be specific to each specific site (1, 1A, 2, 3, and 4). This is to avoid any conflicts in partnerships and lenders current and moving forward.
2. The Ownership entity should be listed with the full Ownership title, including the LLC. The full ownership entity titles are listed below.
3. Site 1 Ownership entity is **now AVEN LLC**, NOT DTLA South Park Properties Proco II, LLC

**Site 1:**

~~DTLA South Park Properties Proco II, LLC~~ **AVEN APARTMENTS LLC**  
5139-020-094

**Site 1A:**  
**DTLA South Park Properties Proco II, LLC**  
5139-020-022

**Site 2:**  
**DTLA South Park Properties Proco I, LLC**  
5139-020-025  
5139-020-006  
5139-020-007

**Site 3:**  
**DTLA South Park Properties Proco I, LLC**  
5139-019-040  
5139-019-011  
5139-019-015

**Site 4/4A:**  
**GATEWAY WREN LLC**  
5139-024-017  
5139-024-016

Thanks,

**ANDREW DUTTON**  
Associate Development Manager

1150 S. Olive, Suite 2250  
Los Angeles, CA 90015  
**T** 213 542 4317  
**C** 415 250 9882  
**F** 213 437 0474  
[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:  
[E-Mail Privacy/Confidentiality Notice](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Thursday, May 18, 2017 10:00 AM  
**To:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>; Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Cc:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>  
**Subject:** Re: Mack Urban Petitions

Andrew/Paul,

Please see attached for all Mack Urban petitions. Also attached is the renewal packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Thank you in advance for your help in obtaining signatures!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

---

**From:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Date:** Wednesday, May 17, 2017 at 5:52 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** RE: Mack Urban Petitions

Hello Ellen,

Please see below APNs with Ownership entities. Let me know if you have any questions.

WREN:

**Site 4/4A:**

Gateway Wren, LLC

5139-024-017

5139-024-016

AVEN:

**Site 1:**

DTLA South Park Properties Propco II, LLC

5139-020-094

LANDCO:

**Site 1A:**

DTLA South Park Properties Proco II, LLC

5139-020-022

**Site 2:**

DTLA South Park Properties Proco I, LLC

5139-020-025

5139-020-006

5139-020-007

**Site 3:**

DTLA South Park Properties Proco I, LLC

5139-019-040

5139-019-011

5139-019-015

Thank you,

**ANDREW DUTTON**

Associate Development Manager

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

**T** 213 542 4317

**C** 415 250 9882

**F** 213 437 0474

[adutton@mackurban.com](mailto:adutton@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

**From:** Paul Chambers [<mailto:pchambers@mucommunities.com>]  
**Sent:** Tuesday, May 16, 2017 2:47 PM  
**To:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>; John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>  
**Cc:** Andrew Dutton <[adutton@mackurban.com](mailto:adutton@mackurban.com)>  
**Subject:** FW: Mack Urban Petitions

Mark and John,

Can you please assist by providing the information Ellen is requesting at your earliest convenience? This is time sensitive.

Thank you,

Paul Chambers, CCRM | Property Manager  
[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)

**WREN APARTMENTS**  
1230 South Olive Street DTLA 90015  
O 213 699 1011 | F 213 279 2943  
[livewren.com](http://livewren.com)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Tuesday, May 16, 2017 11:06 AM  
**To:** Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** Mack Urban Petitions

Hi Paul,

Per our conversation, I need your help identifying all Mack Urban properties (ie. APNs and/or official owner entities). I can then send you the petitions by owner, and could use your help collecting signatures from eligible signers for each property.

As a reminder, the deadline for submitting 51% of weighted signatures is Monday 5/22 we are hoping to get there by Friday 5/19.

Thank you in advance for your help!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346



**Subject:** Re: 5/3 invoice

**Date:** Sunday, May 21, 2017 at 9:36:35 PM Pacific Daylight Time

**From:** Katie Kiefer

**To:** Tara Devine

**CC:** Ellen Riotto

Please send individual invoice.

THX.

Katie Kiefer

South Park BID

[1100 S. Flower St., Suite #3400, Los Angeles, CA 90015](#)

o. [213 663 1120](#)

[24/7: 866 560 9346](#)

On May 21, 2017, at 8:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Katie:

My bookkeeper is about to drop another invoice.

If the prior one (5/3, SP5G35) has been uploaded/processed, we'll just generate a separate one.

But if it hasn't please let me know and we can expand/reissue SP5G35 so there's just one to process.

Thanks!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Thu, May 11, 2017 at 7:03 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Katie:

My bookkeeper noticed today that there was an error on the supporting page of our last invoice.

The invoice (p. 1) itself is correct, but the p.2 (which describes the work performed) was not correctly subtotaled/totaled (p.2 reflected 40 hours of work rather than the 80 performed.)

Our apologies for this typo. Thank you!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: OKON HOLDINGS LLC

**Date:** Friday, May 19, 2017 at 6:12:41 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Sauli Danpour

Will do.

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Friday, May 19, 2017 at 4:59 PM

**To:** Sauli Danpour <saulid@xyvest.com>

**Cc:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: OKON HOLDINGS LLC

Ellen:

You can try submitting this in the interim and see what Mario says.

On May 19, 2017 4:57 PM, "Sauli Danpour" <[saulid@xyvest.com](mailto:saulid@xyvest.com)> wrote:

Ladies,

I don't seem to have the Grant Deed, but a Deed of Trust is attached showing Okon Holdings as the borrower on that parcel. I will request a copy of the Grant Deed from the title company and copy you on the request so that they can send it directly to you as well. Hopefully, we'll get it no later than Monday.

Sauli

At 03:16 PM 5/19/2017, Ellen Riotto wrote:

Sauli, thanks for the signed petition. Per Tara's note below, can you also send along a copy of the deed or fully executed closing docs?

Thank you,

Ellen

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Friday, May 19, 2017 at 1:29 PM

**To:** Sauli Danpour <[saulid@xyvest.com](mailto:saulid@xyvest.com)>, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** OKON HOLDINGS LLC

Revised petition attached for new owner.

**Please note that the Clerk will reject any signature for this parcel unless it is accompanied by a deed or fully executed closing docs for the parcel. The City insists that the petition match current Assessor records for owner name unless you furnish this documentation.**

Assessor records as of six weeks ago (update theoretically possible but unlikely since then) show the owner as Pico Venture Ltd LLC. We pull directly from the Assessor which is more current than any source online.

Thanks for your your assistance in securing this petition!

Tara

**Subject:** Re: OKON HOLDINGS LLC  
**Date:** Friday, May 19, 2017 at 4:57:07 PM Pacific Daylight Time  
**From:** Sauli Danpour  
**To:** Ellen Riotto, Tara Devine  
**Attachments:** DeedOfTrust.SurfaceLot.pdf

Ladies,

I don't seem to have the Grant Deed, but a Deed of Trust is attached showing Okon Holdings as the borrower on that parcel. I will request a copy of the Grant Deed from the title company and copy you on the request so that they can send it directly to you as well. Hopefully, we'll get it no later than Monday.

Sauli

At 03:16 PM 5/19/2017, Ellen Riotto wrote:

Sauli, thanks for the signed petition. Per Tara's note below, can you also send along a copy of the deed or fully executed closing docs?

Thank you,

Ellen

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Friday, May 19, 2017 at 1:29 PM  
**To:** Sauli Danpour <saulid@xyvest.com>, Ellen Riotto <ellen@southpark.la>  
**Subject:** OKON HOLDINGS LLC

Revised petition attached for new owner.

**Please note that the Clerk will reject any signature for this parcel unless it is accompanied by a deed or fully executed closing docs for the parcel. The City insists that the petition match current Assessor records for owner name unless you furnish this documentation.**

Assessor records as of six weeks ago (update theoretically possible but unlikely since then) show the owner as Pico Venture Ltd LLC. We pull directly from the Assessor which is more current than any source online.

Thanks for your assistance in securing this petition!

Tara

**Subject:** Re: OKON HOLDINGS LLC

**Date:** Friday, May 19, 2017 at 3:16:13 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Sauli Danpour

Sauli, thanks for the signed petition. Per Tara's note below, can you also send along a copy of the deed or fully executed closing docs?

Thank you,

Ellen

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Friday, May 19, 2017 at 1:29 PM

**To:** Sauli Danpour <saulid@xyvest.com>, Ellen Riotto <ellen@southpark.la>

**Subject:** OKON HOLDINGS LLC

Revised petition attached for new owner.

**Please note that the Clerk will reject any signature for this parcel unless it is accompanied by a deed or fully executed closing docs for the parcel. The City insists that the petition match current Assessor records for owner name unless you furnish this documentation.**

Assessor records as of six weeks ago (update theoretically possible but unlikely since then) show the owner as Pico Venture Ltd LLC. We pull directly from the Assessor which is more current than any source online.

Thanks for your assistance in securing this petition!

Tara

**Subject:** South Park BID  
**Date:** Friday, May 19, 2017 at 12:33:14 PM Pacific Daylight Time  
**From:** Sauli Danpour  
**To:** Tara Devine  
**CC:** Robin Bieker, Ellen Riotto  
**Attachments:** HopePico.Letter-RestoringParcel#7.pdf, 5139-022-001-20160517.pdf

Tara,

In response to your email below that was forwarded to me by Ellen of the South Park BID, your data is accurate. The County Assessor has the corrected information, it is ZIMAS that may not be up-to-date. See attached correspondence we have had on this matter with the Assessor's office and the revised plat map. The additional information that you may need for the BID ballots to be corrected are provided in red.

Sauli

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** May 18, 2017 at 8:41:22 PM PDT  
**To:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: South Park BID

Please ask Sauli/new owner to review these and let us know if information is not accurate. There have definitely been some very recent parcel changes on some of these, and some may be partially incomplete in being recorded. ZIMAS (whose data lags Assessor's a bit) doesn't even reflect the new parcel #s.

Depending on what is incorrect, I can advise how to proceed, but most corrections must be done by the property owner contacting the LA County Assessor to resolve.

5139-022-003 Morrison Hotel LLC  
1220 S Hope  
Bldg: 9300 sf  
Lot: 9360 sf  
Frontage: 60 lf

This is correct. You may send the ballots to me and I will forward to the new owner for signature.

5139-022-004 Morrison Hotel LLC  
1224 S Hope  
Bldg: 7750 sf  
Lot: 7800 sf  
Frontage: 50 lf

This is correct. You may send the ballots to me and I will forward to the new owner for signature.

From what we can tell after investigating: In early 2017, 5139-022-016 was altered (was an L shaped parcel - now a rectangle) - the rectangle part is now "020" and the remaining part of the "L" was merged with another parcel to become "021". The strange thing is that -021 seems to have recently vanished (since we last pulled data less than

two months ago.)

5139-022-020 Pico Venture Ltd LLC  
1240 S Hope  
Bldg: 15500 sf  
Lot: 15589 sf  
Frontage: 100 lf

The information on the square footage and frontage is correct. The parcel is no longer L-shaped. New owner is also Morrison Hotel LLC. You may send the ballots to me and I will forward to the new owner for signature. More on lot -21 below.

5139-022-021 Pico Venture Ltd LLC  
Bldg: 0 sf  
Lot: 9470 sf  
Frontage: 66 lf

For -021, the above is what we pulled not long ago. We're trying to figure this one out. The parcel existed when we last pulled data, but now the Assessor's website says this AIN is found. We'll continue to investigate, but if the owner can shed any light on this, great.

The information on the square footage and frontage is correct. The dropped portion of the L-shaped parcel mentioned above was incorporated with the adjoining APN #5139-022-017 to create the larger parcel now identified as APN #5139-022-021. This new larger parcel is no longer owned by Pico Venture Ltd, it is owned by one of my companies "Okon Holdings LLC". Please send me the ballot for this parcel for signatures.

As mentioned before, my company remains the owner of 1246 S Hope Street (APN #5139-022-006) vested under Hope Pico Company LLC. Please send me the ballot for this parcel for signatures.

On May 17, 2017 6:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone



Begin forwarded message:

From: Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
Date: May 17, 2017 at 6:22:58 PM PDT  
To: 'Sauli Danpour' <[sauid@xyvest.com](mailto:sauid@xyvest.com)>  
Cc: 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>  
Subject: RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

From: Sauli Danpour [<mailto:sauid@xyvest.com>]  
Sent: Wednesday, May 17, 2017 4:33 PM  
To: Robin Bieker  
Subject: Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

**Subject:** Re: Emrani Properties  
**Date:** Friday, May 19, 2017 at 10:27:20 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente

Sounds good.

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Friday, May 19, 2017 at 10:22 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Robert Buente <bbuente@1010dev.org>  
**Subject:** Re: Emrani Properties

I just replied on Mack Urban and also re: calls.

Because I am out of pocket after 1:30 today, I think it is most strategic to keep answering questions and regenerating any petitions. I will do my best to keep current on any received by about 12:30 today.

For any that require substantial investigation, and for those received after 12:30, I will respond to those over the weekend. We should go into Monday current on all inquiries/petitions which allows me to do select calls and incoming inquiries on Monday.

Sound good?

I have held Monday open after 10:30am just for SP.

On May 19, 2017 9:18 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Just so I know, are you available for calls today? In addition to this one, I received a phone call from Mack Urban this AM with some concerns over their petitions. I asked them to send me a summary email, which I'll forward to you ASAP, but it would be great to be able to settle these issues as quickly as possible.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 19, 2017, at 9:13 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you! I'll expect more questions 😊

On May 19, 2017 12:31 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Just sent the response to him and CC'd you

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 19, 2017, at 12:10 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara

I think bc I told Brian he'd receive an answer from you today, it's best that you send him the email you just shared w me and Bob. It answers the question, as I understand it. However I don't think they'll be happy to hear it. I'll follow up with your email to Brian (please keep me CC'd) and will let him know that I'll reach out first thing tomorrow AM.

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 18, 2017, at 11:59 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen: I noticed you connected me to Brian.  
I can send him the answer I just sent you/Bob, or you may forward it.  
Does my answer accurately reflect their questions/concerns as you understand them?

On Thu, May 18, 2017 at 11:54 PM, Tara Devine  
<[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thanks for your patience. The question wasn't explicit, but here's what I think was implied.

If I understand the question correctly as:

If a property (recorded as residential condos) is operated as apartments, shouldn't it (or can't it) be assessed like commercial buildings rather than condominiums?

...then the answer is:

We cannot assess condos as apartments (even if they are operated as such) because each condo unit is a separate freestanding parcel in the eyes of the County (and City) with each being levied their own property taxes (and assessments) and being billed individually, regardless of who owns them. The BIDs Management District Plan (MDP) and Engineer's report (ER) very clearly establish one rate for residential condominiums and one rate for commercial buildings (which include apartments.) Once a property records their residential condo subdivision, we assess the property at the residential condo rate, and cannot assess it at the commercial (apartment) rate.

A residential condo does not, persay, have a "lot" or "frontage," which is why we assess on unit SF alone. And each res condo unit receives an individual property tax bill (including any assessment.) On the other hand, an apartment building (i.e. not subdivided) is a single parcel, receiving a single property tax bill (except in rare instances where the building straddles a parcel line, in which case the bldg SF is allocated either to one parcel, or among the parcels.) Such a parcel has a "lot" and "frontage" in addition to its bldg SF - which is why we assess these parcels on a combination of bldg, lot and frontage.

On Thu, May 18, 2017 at 3:15 PM, Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

The Emrani family owns 3 LLCs in the district:

VENICE INVESTMENTS GROUP LLC  
PACKARD COMMERCIAL LLC  
HOPE ENTERPRISES LLC

They are being charged at the condo rate, but they operate their units as apartments. They would like to arrange a call with you today – do you have availability?

Thank you in advance,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: Emrani Properties  
**Date:** Friday, May 19, 2017 at 9:18:00 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente  
**Attachments:** image001.png

Just so I know, are you available for calls today? In addition to this one, I received a phone call from Mack Urban this AM with some concerns over their petitions. I asked them to send me a summary email, which I'll forward to you ASAP, but it would be great to be able to settle these issues as quickly as possible.

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 19, 2017, at 9:13 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you! I'll expect more questions 😊

On May 19, 2017 12:31 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
Just sent the response to him and CC'd you

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 19, 2017, at 12:10 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara

I think bc I told Brian he'd receive an answer from you today, it's best that you send him the email you just shared w me and Bob. It answers the question, as I understand it. However I don't think they'll be happy to hear it. I'll follow up with your email to Brian (please keep me CC'd) and will let him know that I'll reach out first thing tomorrow AM.

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 18, 2017, at 11:59 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen: I noticed you connected me to Brian.  
I can send him the answer I just sent you/Bob, or you may forward it.  
Does my answer accurately reflect their questions/concerns as you understand them?

On Thu, May 18, 2017 at 11:54 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thanks for your patience. The question wasn't explicit, but here's what I think was implied.

If I understand the question correctly as:  
If a property (recorded as residential condos) is operated as apartments, shouldn't it (or can't it) be assessed like commercial buildings rather than condominiums?

...then the answer is:  
We cannot assess condos as apartments (even if they are operated as such) because each condo unit is a separate freestanding parcel in the eyes of the County (and City) with each being levied their own property taxes (and assessments) and being billed individually, regardless of who owns them. The BIDs Management District Plan (MDP) and Engineer's report (ER) very clearly establish one rate for residential condominiums and one rate for commercial buildings (which include apartments.) Once a property records their residential condo subdivision, we assess the property at the residential condo rate, and cannot assess it at the commercial (apartment) rate.

A residential condo does not, persay, have a "lot" or "frontage," which is why we assess on unit SF alone. And each res condo unit receives an individual property tax bill (including any assessment.) On the other hand, an apartment building (i.e. not subdivided) is a single parcel, receiving a single property tax bill (except in rare instances where the building straddles a parcel line, in which case the bldg SF is allocated either to one parcel, or among the parcels.) Such a parcel has a "lot" and "frontage" in addition to its bldg SF - which is why we assess these parcels on a combination of bldg, lot and frontage.

On Thu, May 18, 2017 at 3:15 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

The Emrani family owns 3 LLCs in the district:

VENICE INVESTMENTS GROUP LLC

PACKARD COMMERCIAL LLC

HOPE ENTERPRISES LLC



They are being charged at the condo rate, but they operate their units as apartments. They would like to arrange a call with you today do you have availability?

Thank you in advance,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Emrani Properties  
**Date:** Friday, May 19, 2017 at 12:31:53 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente  
**Attachments:** image001.png, image001.png

Just sent the response to him and CC'd you

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 19, 2017, at 12:10 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara

I think bc I told Brian he'd receive an answer from you today, it's best that you send him the email you just shared w me and Bob. It answers the question, as I understand it. However I don't think they'll be happy to hear it. I'll follow up with your email to Brian (please keep me CC'd) and will let him know that I'll reach out first thing tomorrow AM.

Thanks

Ellen

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 18, 2017, at 11:59 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen: I noticed you connected me to Brian.  
I can send him the answer I just sent you/Bob, or you may forward it.  
Does my answer accurately reflect their questions/concerns as you understand them?

On Thu, May 18, 2017 at 11:54 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thanks for your patience. The question wasn't explicit, but here's what I think was implied.

If I understand the question correctly as:

If a property (recorded as residential condos) is operated as apartments, shouldn't it (or can't it) be assessed like commercial buildings rather than condominiums?

...then the answer is:

We cannot assess condos as apartments (even if they are operated as such) because each condo unit is a separate freestanding parcel in the eyes of the County (and City) with each being levied their own property taxes (and assessments) and being billed individually, regardless of who owns them. The BIDs Management District Plan (MDP) and Engineer's report (ER) very clearly establish one rate for residential condominiums and one rate for commercial buildings (which include apartments.) Once a property records their residential condo subdivision, we assess the property at the residential condo rate, and cannot assess it at the commercial (apartment) rate.

A residential condo does not, persay, have a "lot" or "frontage," which is why we assess on unit SF alone. And each res condo unit receives an individual property tax bill (including any assessment.) On the other hand, an apartment building (i.e. not subdivided) is a single parcel, receiving a single property tax bill (except in rare instances where the building straddles a parcel line, in which case the bldg SF is allocated either to one parcel, or among the parcels.) Such a parcel has a "lot" and "frontage" in addition to its bldg SF - which is why we assess these parcels on a combination of bldg, lot and frontage.

On Thu, May 18, 2017 at 3:15 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

The Emrani family owns 3 LLCs in the district:

VENICE INVESTMENTS GROUP LLC

PACKARD COMMERCIAL LLC

HOPE ENTERPRISES LLC

They are being charged at the condo rate, but they operate their units as apartments. They would like to arrange a call with you today do you have availability?

Thank you in advance,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Emrani Properties  
**Date:** Friday, May 19, 2017 at 12:10:20 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente  
**Attachments:** image001.png, image001.png

Thanks Tara

I think bc I told Brian he'd receive an answer from you today, it's best that you send him the email you just shared w me and Bob. It answers the question, as I understand it. However I don't think they'll be happy to hear it. I'll follow up with your email to Brian (please keep me CC'd) and will let him know that I'll reach out first thing tomorrow AM.

Thanks

Ellen

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 18, 2017, at 11:59 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen: I noticed you connected me to Brian.  
I can send him the answer I just sent you/Bob, or you may forward it.  
Does my answer accurately reflect their questions/concerns as you understand them?

On Thu, May 18, 2017 at 11:54 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thanks for your patience. The question wasn't explicit, but here's what I think was implied.

If I understand the question correctly as:

If a property (recorded as residential condos) is operated as apartments, shouldn't it (or can't it) be assessed like commercial buildings rather than condominiums?

...then the answer is:

We cannot assess condos as apartments (even if they are operated as such) because each condo unit is a separate freestanding parcel in the eyes of the County (and City) with each being levied their own property taxes (and assessments) and being billed individually, regardless of who owns them. The BIDs Management District Plan (MDP) and Engineer's report (ER) very clearly establish one rate for residential condominiums and one rate for commercial buildings (which include apartments.) Once a property records their residential condo subdivision, we assess the property at the residential condo rate, and cannot assess it at the commercial (apartment) rate.

A residential condo does not, persay, have a "lot" or "frontage," which is why we assess on unit SF alone. And each res condo unit receives an individual property tax bill (including any assessment.) On the other hand, an apartment building (i.e. not subdivided) is a single parcel, receiving a single property tax bill (except in rare instances where the building straddles a parcel line, in which case the bldg SF is allocated either to one parcel, or among the parcels.) Such a parcel has a "lot" and "frontage" in addition to its bldg SF - which is why we assess these parcels on a combination of bldg, lot and frontage.

On Thu, May 18, 2017 at 3:15 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

The Emrani family owns 3 LLCs in the district:

VENICE INVESTMENTS GROUP LLC

PACKARD COMMERCIAL LLC

HOPE ENTERPRISES LLC

They are being charged at the condo rate, but they operate their units as apartments. They would like to arrange a call with you today do you have availability?

Thank you in advance,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Emrani Properties  
**Date:** Thursday, May 18, 2017 at 3:51:20 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente  
**Attachments:** image001.png

Thank you for the quick reply. Let's do an email today and if they still need further clarification, we can set something up for tomorrow.

I do very much appreciate your timely replies!

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Thursday, May 18, 2017 at 3:49 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Robert Buente <bbuente@1010dev.org>  
**Subject:** Re: Emrani Properties

I have a response to this, but I really want to run this one by the engineer, too, and he is not available until tomorrow (morning, I believe.)

If possible, to manage time effectively, I'd rather respond in writing and only do a call if necessary. I've succeeded in responding to all your owner inquiries so far within minutes to hours, and am trying to maintain that through Monday...but I'm not available today 4-7, tomorrow after 1 or all day on Sunday...and I am trying to make sure I can stay on top of all of the requests. Even a half-hour call tomorrow morning may have an effect on getting other replies out/delay some replies until Sat. As you have seen, some inquiries require some investigation and can take up to an hour or so. I do appreciate that you and staff have been fielding those you can!

If a call is strategically necessary - as in this owner is not very receptive to renewal and really needs face time - please clarify and we'll set something up for tomorrow before 1pm.

Thanks!

On May 18, 2017 3:15 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

The Emrani family owns 3 LLCs in the district:

VENICE INVESTMENTS GROUP LLC  
PACKARD COMMERCIAL LLC  
HOPE ENTERPRISES LLC

They are being charged at the condo rate, but they operate their units as apartments. They would like to arrange a call with you today – do you have availability?

Thank you in advance,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)



**Subject:** Emrani Properties  
**Date:** Thursday, May 18, 2017 at 3:15:46 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente  
**Attachments:** image001.png

Hi Tara,

The Emrani family owns 3 LLCs in the district:

VENICE INVESTMENTS GROUP LLC  
PACKARD COMMERCIAL LLC  
HOPE ENTERPRISES LLC

They are being charged at the condo rate, but they operate their units as apartments. They would like to arrange a call with you today do you have availability?

Thank you in advance,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** RE: South Park BID  
**Date:** Friday, May 19, 2017 at 10:06:20 AM Pacific Daylight Time  
**From:** Robin Bieker  
**To:** Ellen Riotto, 'Tara Devine'

Please communicate directly

---

**From:** Ellen Riotto [mailto:ellen@southpark.la]  
**Sent:** Thursday, May 18, 2017 10:59 PM  
**To:** Tara Devine  
**Cc:** Robin Bieker  
**Subject:** Re: South Park BID

Thanks Tara.

Robin, please let me know if you'd like me to communicate directly with Sauli or if you'd rather handle.

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 18, 2017, at 8:42 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Please ask Sauli/new owner to review these and let us know if information is not accurate. There have definitely been some very recent parcel changes on some of these, and some may be partially incomplete in being recorded. ZIMAS (whose data lags Assessor's a bit) doesn't even reflect the new parcel #s.

Depending on what is incorrect, I can advise how to proceed, but most corrections must be done by the property owner contacting the LA County Assessor to resolve.

5139-022-003 Morrison Hotel LLC  
1220 S Hope  
Bldg: 9300 sf  
Lot: 9360 sf  
Frontage: 60 lf

5139-022-004 Morrison Hotel LLC  
1224 S Hope  
Bldg: 7750 sf  
Lot: 7800 sf  
Frontage: 50 lf

From what we can tell after investigating: In early 2017, 5139-022-016 was altered (was an L shaped parcel - now a rectangle) - the rectangle part is now "020" and the remaining part of the "L" was merged with another parcel to become "021". The strange thing is that -021 seems to have recently vanished (since we last pulled data less than two months ago.)

5139-022-020 Pico Venture Ltd LLC  
1240 S Hope  
Bldg: 15500 sf  
Lot: 15589 sf  
Frontage: 100 lf

5139-022-021 Pico Venture Ltd LLC  
Bldg: 0 sf  
Lot: 9470 sf  
Frontage: 66 lf

For -021, the above is what we pulled not long ago. We're trying to figure this one out. The parcel existed when we last pulled data, but now the Assessor's website says this AIN is found. We'll continue to investigate, but if the owner can shed any light on this, great.

On Thu, May 18, 2017 at 11:42 AM, Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)> wrote:  
[Thank you Tara](#)

---

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Thursday, May 18, 2017 11:31 AM  
**To:** Ellen Riotto  
**Cc:** Robin Bieker

**Subject:** Re: South Park BID

I need a little extra time on this one. It appears that Sauli is correct and the -016 parcel is pending delete for replacement.  
I hope to have a full reply by the end of the day. Stay tuned.

On Wed, May 17, 2017 at 11:25 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
Thanks for this breakdown, Tara.

-----  
Ellen Riotto

Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 17, 2017, at 8:29 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.

If the changes Sauli mentions have not been recorded, we handle as follows:

- 1) Lot, bldg, frontage - I have to send him to Assessor first.
- 2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Date:** May 17, 2017 at 6:22:58 PM PDT  
**To:** 'Sauli Danpour' <[saulid@xyvest.com](mailto:saulid@xyvest.com)>  
**Cc:** 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

---

**From:** Sauli Danpour [<mailto:saulid@xyvest.com>]  
**Sent:** Wednesday, May 17, 2017 4:33 PM  
**To:** Robin Bieker  
**Subject:** Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying

to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

**Subject:** Re: South Park BID

**Date:** Thursday, May 18, 2017 at 10:59:23 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Robin Bieker

Thanks Tara.

Robin, please let me know if you'd like me to communicate directly with Sauli or if you'd rather handle.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 18, 2017, at 8:42 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Please ask Sauli/new owner to review these and let us know if information is not accurate. There have definitely been some very recent parcel changes on some of these, and some may be partially incomplete in being recorded. ZIMAS (whose data lags Assessor's a bit) doesn't even reflect the new parcel #s.

Depending on what is incorrect, I can advise how to proceed, but most corrections must be done by the property owner contacting the LA County Assessor to resolve.

5139-022-003 Morrison Hotel LLC  
1220 S Hope  
Bldg: 9300 sf  
Lot: 9360 sf  
Frontage: 60 lf

5139-022-004 Morrison Hotel LLC  
1224 S Hope  
Bldg: 7750 sf  
Lot: 7800 sf  
Frontage: 50 lf

From what we can tell after investigating: In early 2017, 5139-022-016 was altered (was an L shaped parcel - now a rectangle) - the rectangle part is now "020" and the remaining part of the "L" was merged with another parcel to become "021". The strange thing is that -021 seems to have recently vanished (since we last pulled data less than two months ago.)

5139-022-020 Pico Venture Ltd LLC  
1240 S Hope  
Bldg: 15500 sf  
Lot: 15589 sf  
Frontage: 100 lf

5139-022-021 Pico Venture Ltd LLC  
Bldg: 0 sf  
Lot: 9470 sf  
Frontage: 66 lf

For -021, the above is what we pulled not long ago. We're trying to figure this one out. The parcel existed when we last pulled data, but now the Assessor's website says this AIN is found. We'll continue to investigate, but if the owner can shed any light on this, great.

On Thu, May 18, 2017 at 11:42 AM, Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)> wrote:

Thank you Tara

---

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Thursday, May 18, 2017 11:31 AM

**To:** Ellen Riotto

**Cc:** Robin Bieker

**Subject:** Re: South Park BID

I need a little extra time on this one. It appears that Sauli is correct and the -016 parcel is pending delete for replacement.

I hope to have a full reply by the end of the day. Stay tuned.

On Wed, May 17, 2017 at 11:25 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for this breakdown, Tara.

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On May 17, 2017, at 8:29 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.



If the changes Sauli mentions have not been recorded, we handle as follows:

1) Lot, bldg, frontage - I have to send him to Assessor first.

2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

Begin forwarded message:

**From:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Date:** May 17, 2017 at 6:22:58 PM PDT  
**To:** 'Sauli Danpour' <[saulid@xyvest.com](mailto:saulid@xyvest.com)>  
**Cc:** 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

---

**From:** Sauli Danpour [<mailto:saulid@xyvest.com>]  
**Sent:** Wednesday, May 17, 2017 4:33 PM  
**To:** Robin Bieker  
**Subject:** Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

**Subject:** Re: South Park BID

**Date:** Thursday, May 18, 2017 at 4:19:39 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Robin Bieker

OK Thank you.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Thursday, May 18, 2017 at 4:09 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: South Park BID

Ran out of time to get to this one, but will respond sometime late tonight -- after 7.

On May 18, 2017 11:34 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Thursday, May 18, 2017 at 11:31 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>

**Subject:** Re: South Park BID

I need a little extra time on this one. It appears that Sauli is correct and the -016 parcel is pending delete for replacement.

I hope to have a full reply by the end of the day. Stay tuned.

On Wed, May 17, 2017 at 11:25 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for this breakdown, Tara.

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 17, 2017, at 8:29 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.

If the changes Sauli mentions have not been recorded, we handle as follows:

- 1) Lot, bldg, frontage - I have to send him to Assessor first.
- 2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Date:** May 17, 2017 at 6:22:58 PM PDT  
**To:** 'Sauli Danpour' <[saulid@xyvest.com](mailto:saulid@xyvest.com)>  
**Cc:** 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject: RE: South Park BID**

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

---

**From:** Sauli Danpour [<mailto:saulid@xyvest.com>]

**Sent:** Wednesday, May 17, 2017 4:33 PM

**To:** Robin Bieker

**Subject:** Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

**Subject:** RE: South Park BID

**Date:** Thursday, May 18, 2017 at 11:42:39 AM Pacific Daylight Time

**From:** Robin Bieker

**To:** 'Tara Devine', Ellen Riotto

Thank you Tara

---

**From:** Tara Devine [mailto:tara@devine-strategies.com]

**Sent:** Thursday, May 18, 2017 11:31 AM

**To:** Ellen Riotto

**Cc:** Robin Bieker

**Subject:** Re: South Park BID

I need a little extra time on this one. It appears that Sauli is correct and the -016 parcel is pending delete for replacement.

I hope to have a full reply by the end of the day. Stay tuned.

On Wed, May 17, 2017 at 11:25 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for this breakdown, Tara.

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On May 17, 2017, at 8:29 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.

If the changes Sauli mentions have not been recorded, we handle as follows:

- 1) Lot, bldg, frontage - I have to send him to Assessor first.
- 2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Date:** May 17, 2017 at 6:22:58 PM PDT  
**To:** 'Sauli Danpour' <[saulid@xyvest.com](mailto:saulid@xyvest.com)>  
**Cc:** 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.



Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

---

**From:** Sauli Danpour [<mailto:sauid@xyvest.com>]

**Sent:** Wednesday, May 17, 2017 4:33 PM

**To:** Robin Bieker

**Subject:** Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

**Subject:** Re: South Park BID

**Date:** Thursday, May 18, 2017 at 11:34:50 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Robin Bieker

Thank you.

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Thursday, May 18, 2017 at 11:31 AM

**To:** Ellen Riotto <ellen@southpark.la>

**Cc:** Robin Bieker <robin@biekerco.com>

**Subject:** Re: South Park BID

I need a little extra time on this one. It appears that Sauli is correct and the -016 parcel is pending delete for replacement.

I hope to have a full reply by the end of the day. Stay tuned.

On Wed, May 17, 2017 at 11:25 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for this breakdown, Tara.

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 17, 2017, at 8:29 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.

If the changes Sauli mentions have not been recorded, we handle as follows:

- 1) Lot, bldg, frontage - I have to send him to Assessor first.
- 2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Date:** May 17, 2017 at 6:22:58 PM PDT  
**To:** 'Sauli Danpour' <[saulid@xyvest.com](mailto:saulid@xyvest.com)>  
**Cc:** 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject: RE: South Park BID**

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

---

**From:** Sauli Danpour [<mailto:sauid@xyvest.com>]

**Sent:** Wednesday, May 17, 2017 4:33 PM

**To:** Robin Bieker

**Subject:** Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

**Subject:** Re: South Park BID

**Date:** Wednesday, May 17, 2017 at 11:25:16 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Robin Bieker

Thanks for this breakdown, Tara.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 17, 2017, at 8:29 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I can look into this tomorrow and furnish the bldg, lot and frontage #s for each parcel so Sauli can let me know if they are correct or not.

If he thinks the lot, bldg or frontage are incorrect, I have to refer him to the Assessor to get those corrected. We take lot and bldg straight from the Assessor, and we calculate frontage from Assessor maps. We can recalculate frontage with a new Assessor map if appropriate.

If the changes Sauli mentions have not been recorded, we handle as follows:

1) Lot, bldg, frontage - I have to send him to Assessor first.

2) Owner name change - I can regenerate the petition with any name under the sun, but unless it is accompanied by AND exactly matches the name of a new owner on a deed or fully executed set of closing docs, the Clerk will reject it.

Let me know if that is not clear. I'll investigate those APNs in the morning.

On May 17, 2017 6:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>  
**Date:** May 17, 2017 at 6:22:58 PM PDT  
**To:** 'Sauli Danpour' <[saulid@xyvest.com](mailto:saulid@xyvest.com)>  
**Cc:** 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

---

**From:** Sauli Danpour [<mailto:saulid@xyvest.com>]  
**Sent:** Wednesday, May 17, 2017 4:33 PM  
**To:** Robin Bieker  
**Subject:** Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

**Subject:** Re: South Park Petition Count

**Date:** Thursday, May 18, 2017 at 10:58:10 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Mario Montez

Thanks for the further clarification, Tara.

Mario, can you please confirm that we are both using the same (and most up-to-date) database?

Best

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 18, 2017, at 8:53 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen -

No. Our database copy is current, and the petitions as well (unless a new owner was recorded in the last six weeks or so.) Mario's copy probably



has some out of date owner and mailing info. Here's why....

Mario --

I believe you were cc'd on my emails with Dennis earlier this week. I wasn't sure if Ed had already told him or not, so I shared that we had pulled and replaced the current owner name and mailing info for every single parcel in the BID about six or so weeks ago. We wanted to be as current as possible going into petition. I asked Dennis if he wanted the current copy, and he said to hold off. I can forward that email if needed. I can also send our copy of the database with all the updated owner names and mailing info if you or Dennis change your mind - just let me know.

Tara

On Thu, May 18, 2017 at 5:14 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for clarifying.

Tara, do we need to create new petitions?

---

**From:** Mario Montez <[mario.montez@lacity.org](mailto:mario.montez@lacity.org)>

**Date:** Thursday, May 18, 2017 at 5:11 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: South Park Petition Count

Ellen,

Hill Corner Group was counted but our database still has the old owner Farias, Laura. Also, Olive Investment Group was counted but our database still has old owner Cityview Olive Hill Partners. See spreadsheet column "Petition Comments" for new owners shaded in yellow.

On Thu, May 18, 2017 at 4:59 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hill Corner Group was also missing. See attached.

---

**From:** Mario Montez <[mario.montez@lacity.org](mailto:mario.montez@lacity.org)>

**Date:** Thursday, May 18, 2017 at 4:43 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: South Park Petition Count

Ellen,

I couldn't find what accounted for the discrepancy, so I'm sending you a copy of our spreadsheet. Please note that our spreadsheet calculates the yes % by summing up all the property owner parcels that have a 'Y' entry in the "Petition Yes" column.

Thanks

Mario

On Thu, May 18, 2017 at 3:33 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you for the update, Mario. My calculations show 10.53% as of yesterday. Attached is my analysis. Can you please tell me where I'm off?

Best,

Ellen

---

**From:** Mario Montez <[mario.montez@lacity.org](mailto:mario.montez@lacity.org)>

**Date:** Thursday, May 18, 2017 at 2:57 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** South Park Petition Count

Ellen,

Just want to let you know that the updated South Park petition count is now **10.44%**. This includes all petitions you've sent in as of this afternoon.

Thanks

Mario

**Subject:** Re: SPBID Renewal - Eligible Signer  
**Date:** Thursday, May 18, 2017 at 10:56:02 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png, image005.png, image004.png, image006.png, image002.png, image003.png, image004.png, image005.png

Thank you for handling.

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 18, 2017, at 8:58 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

No worries on our end unless you think the information we've furnished is incorrect. During the course of sales, actual or planned development, etc. many odd things can occur with how a parcel is recorded/updated in the Assessor's system. APNs get "created" and "destroyed" and they sometimes do some odd things in between (pending deletes, shells, etc.)

Be sure to follow up with us if you find inconsistencies or need more info.

On Thu, May 18, 2017 at 4:34 PM, Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)> wrote:

Hi Tara,

I hope all is well.

Oceanwide Plaza is a mixed use develop comprising of a hotel, two residential towers, and retail. Our development is not scheduled to open until 2019.

Unfortunately, I am not aware of the subdivision issue but will reach out to my legal team if they have any information.

Jeff

**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]

**Sent:** Thursday, May 18, 2017 3:12 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>

**Subject:** Re: SPBID Renewal - Eligible Signer

Jeffrey:

SP is a renewing BID. The lot and frontage figures were carried over from the prior BID database, and were checked and verified by us, and by the City earlier this year. We took a quick look at the parcel again today, and they appear correct to us. If you have documentation that suggests our numbers are incorrect, we'd be happy to take a look at it and work with you to resolve any inaccuracy. Thanks!

P.S. It looks like there might have been plans to subdivide this parcel that were abandoned or put on hold? If there have been (recorded) land use changes that have not yet been captured by the Assessor's database, please let us know the nature of them, and provide documentation if possible so we may further investigate and advise.

On Thu, May 18, 2017 at 2:50 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Jeff,

Still working on an answer to your first question, but see below for other answers.

Let me know if you still have questions and stay tuned for a reply re: #1.

---

**From:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>

**Date:** Thursday, May 18, 2017 at 11:35 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

I have a few questions regarding the assessment for Oceanwide Plaza.

According to the breakdown of Oceanwide's assessment in your correspondence to Daniel, may you please explain how the lot SF and street frontage SF was derived?

In addition, the assessment rate is based on Zone 1; however, according to the BID boundary plan, it appears the Oceanwide property is color coded as Zone 3. May you please clarify?

The calculations actually are based on Zone 3:

<image001.png>

Lastly, how often does reassessment occur? Is it annual or every five years when the BID renews?

Renewal occurs every 5 years, but every year the BID board has the opportunity to raise assessment values up to 5%. In Year 1, assessments will not be raised. Historically, we've never raised assessments more than 3%, and we do not always decide to increase very much depends on the need.

Thank you for your help!

Regards,

Jeff

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]  
**Sent:** Thursday, May 18, 2017 10:39 AM  
**To:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>; Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>; Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>  
**Subject:** Re: SPBID Renewal - Eligible Signer

Thanks Jeff!

---

**From:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>  
**Date:** Thursday, May 18, 2017 at 10:36 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>, Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>  
**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

It was great meeting you as well!

Daniel forwarded the package to me earlier this week. I will have the documents signed by tomorrow. Thank you again and we look forward to working together!

Jeff

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]  
**Sent:** Thursday, May 18, 2017 10:33 AM  
**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>; Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>; Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>  
**Subject:** Re: SPBID Renewal - Eligible Signer

Hi all,

Justin and Jeff, so great to meet you both this morning. I wanted to loop you into the email chain I have going with Daniel regarding the signing of the petition for BID renewal. I very much appreciate any support you can lend in getting the required signature by EOD tomorrow.

Thank you all in advance! I look forward to working together in the future!

Best,

Ellen

Ellen Riotto

Interim Executive Director

<image002.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>  
**Date:** Monday, May 15, 2017 at 4:01 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

Thank you for sending this over and for the background. I have provided this to our direct internal contact and will facilitate expediting as best.

Best,

Daniel

***Daniel Atwater***

Senior Manager, Public Relations

T: [213.270.2839](tel:213.270.2839) ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

**Oceanwide Plaza LLC**

<image003.png>

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Monday, May 15, 2017 11:45 AM

**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal - Eligible Signer

Hi Daniel,

We got some good news this morning: petitions are ready and we can start collected signatures.

Attached you will find the Petition Packet which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan



Also attached is Oceanwide's Petition, totaling \$39,779.16. Assessments are calculated based on Building Square Footage (rate is \$0.055125 per SF), Lot Square Footage (rate is \$0.071663 per SF), and Street Frontage (rate is \$13.23 per SF). Here's a breakdown of Oceanwide's assessment:

Building Square Footage = 0

Lot Square Footage = 200,812 (\$14,390.79)

Street Frontage = 1,919 (\$25,388.37)

In the last 8 months that we've been preparing stakeholders for renewal, we have not received any opposition. This gives us great confidence that the BID will get renewed.

**We would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Please let me know if you have any questions.

All the best,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>  
**Date:** Friday, May 12, 2017 at 6:07 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** RE: SPBID Renewal - Eligible Signer

Ellen,

It was good seeing you at the CCA Treasures event. As a reminder, here are the items that will assist in our review process.

+++

- SP BID 5 year plan (ideally including metrics, etc.)
- Your confidence of the petition passing (combined vote yes)
- Background on how the fee is calculated and if you're records indicate our previous payment.

Thanks,

Daniel

***Daniel Atwater***

Senior Manager, Public Relations

T: [213.270.2839](tel:213.270.2839) ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

Oceanwide Plaza LLC



---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Wednesday, May 10, 2017 4:25 PM  
**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal - Eligible Signer

Thanks Daniel! Really appreciate the help.

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>  
**Date:** Wednesday, May 10, 2017 at 4:23 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

Thank you for the notice and context. I will help you find the best contact for receipt on our end and support as best possible for the SP BID.

Best,

Daniel

***Daniel Atwater***

Senior Manager, Public Relations

T: [213.270.2839](tel:213.270.2839) ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

**Oceanwide Plaza LLC**

<image006.png>

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Wednesday, May 10, 2017 3:16 PM

**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** SPBID Renewal - Eligible Signer

Hi Daniel,

Please see attached for our cover letter and informational 1-pager. Again, we're looking to confirm the eligible signer at Oceanwide so we can expedite the process of delivery and return. Petitions will be prepared by Monday, and we'd like to collect signed petitions by May 22<sup>nd</sup> (earlier if possible).

Please let me know if you have any questions and thank you again for your support!

Best,

Ellen

Ellen Riotto

Interim Executive Director

<image002.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:213.663.1112) | c. [401 439 8147](tel:401.439.8147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** RE: SPBID Renewal - Eligible Signer  
**Date:** Thursday, May 18, 2017 at 4:34:30 PM Pacific Daylight Time  
**From:** Jeffrey Chen  
**To:** Tara Devine, Ellen Riotto  
**Attachments:** image001.png, image002.png, image003.png, image004.png, image005.png, image006.png

Hi Tara,

I hope all is well.

Oceanwide Plaza is a mixed use develop comprising of a hotel, two residential towers, and retail. Our development is not scheduled to open until 2019.

Unfortunately, I am not aware of the subdivision issue but will reach out to my legal team if they have any information.

Jeff

**From:** Tara Devine [mailto:tara@devine-strategies.com]  
**Sent:** Thursday, May 18, 2017 3:12 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Jeffrey Chen <jeffrey.chen@oceanwideplaza.com>  
**Subject:** Re: SPBID Renewal - Eligible Signer

Jeffrey:

SP is a renewing BID. The lot and frontage figures were carried over from the prior BID database, and were checked and verified by us, and by the City earlier this year. We took a quick look at the parcel again today, and they appear correct to us. If you have documentation that suggests our numbers are incorrect, we'd be happy to take a look at it and work with you to resolve any inaccuracy. Thanks!

P.S. It looks like there might have been plans to subdivide this parcel that were abandoned or put on hold? If there have been (recorded) land use changes that have not yet been captured by the Assessor's database, please let us know the nature of them, and provide documentation if possible so we may further investigate and advise.

On Thu, May 18, 2017 at 2:50 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Jeff,

Still working on an answer to your first question, but see below for other answers.

Let me know if you still have questions and stay tuned for a reply re: #1.

---

**From:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>

**Date:** Thursday, May 18, 2017 at 11:35 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

I have a few questions regarding the assessment for Oceanwide Plaza.

According to the breakdown of Oceanwide's assessment in your correspondence to Daniel, may you please explain how the lot SF and street frontage SF was derived?

In addition, the assessment rate is based on Zone 1; however, according to the BID boundary plan, it appears the Oceanwide property is color coded as Zone 3. May you please clarify?

The calculations actually are based on Zone 3:

6				
7	<b>ZONE 3 EXAMPLE</b>			
8		<b>SF</b>	<b>RATE</b>	<b>TOTAL ASSMT</b>
9	BLDG SF	-	\$ 0.0551250	\$ -
10	LOT SF	200,812	\$ 0.0716630	\$ 14,390.79
11	FRONTAGE	1,919	\$ 13.2300000	\$ 25,388.37
12				\$ 39,779.16
13				
14				

Lastly, how often does reassessment occur? Is it annual or every five years when the BID renews?

Renewal occurs every 5 years, but every year the BID board has the opportunity to raise assessment values up to 5%. In Year 1, assessments will not be raised. Historically, we've never raised assessments more than 3%, and we do not always decide to increase very much depends on the need.

Thank you for your help!

Regards,  
Jeff

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]  
**Sent:** Thursday, May 18, 2017 10:39 AM  
**To:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>; Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>; Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>  
**Subject:** Re: SPBID Renewal - Eligible Signer

Thanks Jeff!

---

**From:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>  
**Date:** Thursday, May 18, 2017 at 10:36 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>, Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>  
**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

It was great meeting you as well!

Daniel forwarded the package to me earlier this week. I will have the documents signed by tomorrow. Thank you again and we look forward to working together!

Jeff

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]  
**Sent:** Thursday, May 18, 2017 10:33 AM  
**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>; Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>; Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>  
**Subject:** Re: SPBID Renewal - Eligible Signer

Hi all,

Justin and Jeff, so great to meet you both this morning. I wanted to loop you into the email chain I have going with Daniel regarding the signing of the petition for BID renewal. I very much appreciate any support you can lend in getting the required signature by EOD tomorrow.

Thank you all in advance! I look forward to working together in the future!

Best,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>  
**Date:** Monday, May 15, 2017 at 4:01 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

Thank you for sending this over and for the background. I have provided this to our direct internal contact and will facilitate expediting as best.

Best,

Daniel

*Daniel Atwater*



Senior Manager, Public Relations

T: [213.270.2839](tel:213.270.2839) ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

Oceanwide Plaza LLC



---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Monday, May 15, 2017 11:45 AM

**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal - Eligible Signer

Hi Daniel,

We got some good news this morning: petitions are ready and we can start collected signatures.

Attached you will find the Petition Packet which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Also attached is Oceanwide's Petition, totaling \$39,779.16. Assessments are calculated based on Building Square Footage (rate is \$0.055125 per SF), Lot Square Footage (rate is \$0.071663 per SF), and Street Frontage (rate is \$13.23 per SF). Here's a breakdown of Oceanwide's assessment:

Building Square Footage = 0

Lot Square Footage = 200,812 (\$14,390.79)

Street Frontage = 1,919 (\$25,388.37)

In the last 8 months that we've been preparing stakeholders for renewal, we have not received any opposition. This gives us great confidence that the BID will get renewed.

**We would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Please let me know if you have any questions.

All the best,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>  
**Date:** Friday, May 12, 2017 at 6:07 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** RE: SPBID Renewal - Eligible Signer

Ellen,

It was good seeing you at the CCA Treasures event. As a reminder, here are the items that will assist in our review process.

+++

- SP BID 5 year plan (ideally including metrics, etc.)
- Your confidence of the petition passing (combined vote yes)
- Background on how the fee is calculated and if you're records indicate our previous payment.

Thanks,

Daniel

***Daniel Atwater***

Senior Manager, Public Relations

T: [213.270.2839](tel:213.270.2839) ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

Oceanwide Plaza LLC



---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Wednesday, May 10, 2017 4:25 PM

**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal - Eligible Signer

Thanks Daniel! Really appreciate the help.

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Date:** Wednesday, May 10, 2017 at 4:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

Thank you for the notice and context. I will help you find the best contact for receipt on our end and support as best possible for the SP BID.

Best,

Daniel

***Daniel Atwater***

Senior Manager, Public Relations

T: [213.270.2839](tel:213.270.2839) ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

Oceanwide Plaza LLC



---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Wednesday, May 10, 2017 3:16 PM

**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** SPBID Renewal - Eligible Signer

Hi Daniel,

Please see attached for our cover letter and informational 1-pager. Again, we're looking to confirm the eligible signer at Oceanwide so we can expedite the process of delivery and return. Petitions will be prepared by Monday, and we'd like to collect signed petitions by May 22<sup>nd</sup> (earlier if possible).

Please let me know if you have any questions and thank you again for your support!

Best,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:213.663.1112) | c. [401 439 8147](tel:401.439.8147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** FW: SPBID Renewal - Eligible Signer  
**Date:** Thursday, May 18, 2017 at 11:37:20 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente  
**Attachments:** image001.png, image002.png, image003.png, image004.png, image005.png

Hi Tara,

Can you please help clarify the below questions from Oceanwide?

Thanks,

Ellen

---

**From:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>

**Date:** Thursday, May 18, 2017 at 11:35 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** RE: SPBID Renewal Eligible Signer

Hi Ellen,

I have a few questions regarding the assessment for Oceanwide Plaza.

According to the breakdown of Oceanwide's assessment in your correspondence to Daniel, may you please explain how the lot SF and street frontage SF was derived?

In addition, the assessment rate is based on Zone 1; however, according to the BID boundary plan, it appears the Oceanwide property is color coded as Zone 3. May you please clarify?

Lastly, how often does reassessment occur? Is it annual or every five years when the BID renews?

Thank you for your help!

Regards,  
Jeff

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Thursday, May 18, 2017 10:39 AM

**To:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>; Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>; Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>

**Subject:** Re: SPBID Renewal - Eligible Signer

Thanks Jeff!

---

**From:** Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>

**Date:** Thursday, May 18, 2017 at 10:36 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>, Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>

**Subject:** RE: SPBID Renewal Eligible Signer

Hi Ellen,

It was great meeting you as well!

Daniel forwarded the package to me earlier this week. I will have the documents signed by tomorrow. Thank you again and we look forward to working together!

Jeff

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Thursday, May 18, 2017 10:33 AM

**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>; Justin Tsai <[justin.tsai@oceanwideplaza.com](mailto:justin.tsai@oceanwideplaza.com)>; Jeffrey Chen <[jeffrey.chen@oceanwideplaza.com](mailto:jeffrey.chen@oceanwideplaza.com)>

**Subject:** Re: SPBID Renewal - Eligible Signer

Hi all,

Justin and Jeff, so great to meet you both this morning. I wanted to loop you into the email chain I have going with Daniel regarding the signing of the petition for BID renewal. I very much appreciate any support you can lend in getting the required signature by EOD tomorrow.

Thank you all in advance! I look forward to working together in the future!

Best,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: 866-560-9346

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Date:** Monday, May 15, 2017 at 4:01 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** RE: SPBID Renewal Eligible Signer

Hi Ellen,

Thank you for sending this over and for the background. I have provided this to our direct internal contact and will facilitate expediting as best.

Best,

Daniel

***Daniel Atwater***

Senior Manager, Public Relations

T: 213.270.2839 ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

Oceanwide Plaza LLC



---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Monday, May 15, 2017 11:45 AM

**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal - Eligible Signer

Hi Daniel,

We got some good news this morning: petitions are ready and we can start collected signatures.

Attached you will find the Petition Packet which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

Also attached is Oceanwide's Petition, totaling \$39,779.16. Assessments are calculated based on Building Square Footage (rate is \$0.055125 per SF), Lot Square Footage (rate is \$0.071663 per SF), and Street Frontage (rate is \$13.23 per SF). Here's a breakdown of Oceanwide's assessment:



Building Square Footage = 0  
Lot Square Footage = 200,812 (\$14,390.79)  
Street Frontage = 1,919 (\$25,388.37)

In the last 8 months that we've been preparing stakeholders for renewal, we have not received any opposition. This gives us great confidence that the BID will get renewed.

**We would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

Please let me know if you have any questions.

All the best,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>  
**Date:** Friday, May 12, 2017 at 6:07 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** RE: SPBID Renewal Eligible Signer

Ellen,

It was good seeing you at the CCA Treasures event. As a reminder, here are the items that will assist in our review process.

+++

- SP BID 5 year plan (ideally including metrics, etc.)
- Your confidence of the petition passing (combined vote yes)
- Background on how the fee is calculated and if you're records indicate our previous payment.

Thanks,

Daniel

***Daniel Atwater***

Senior Manager, Public Relations

T: 213.270.2839 ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

**Oceanwide Plaza LLC**



---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Wednesday, May 10, 2017 4:25 PM

**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal - Eligible Signer

Thanks Daniel! Really appreciate the help.

---

**From:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>

**Date:** Wednesday, May 10, 2017 at 4:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** RE: SPBID Renewal - Eligible Signer

Hi Ellen,

Thank you for the notice and context. I will help you find the best contact for receipt on our end and support as best possible for the SP BID.

Best,

Daniel

***Daniel Atwater***

Senior Manager, Public Relations

T: 213.270.2839 ext. 6680

Email: [daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)

865 S. Figueroa St. Ste. 3150

Los Angeles, CA 90017

[www.oceanwideplaza.com](http://www.oceanwideplaza.com)

**Oceanwide Plaza LLC**



---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Wednesday, May 10, 2017 3:16 PM  
**To:** Daniel Atwater <[daniel.atwater@oceanwideplaza.com](mailto:daniel.atwater@oceanwideplaza.com)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** SPBID Renewal - Eligible Signer

Hi Daniel,

Please see attached for our cover letter and informational 1-pager. Again, we're looking to confirm the eligible signer at Oceanwide so we can expedite the process of delivery and return. Petitions will be prepared by Monday, and we'd like to collect signed petitions by May 22<sup>nd</sup> (earlier if possible).

Please let me know if you have any questions and thank you again for your support!

Best,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: "Property Owner's Name"?

**Date:** Thursday, May 18, 2017 at 2:47:50 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks for clarifying.

---

**From:** Tara Devine <tara@devine\_strategies.com>

**Date:** Thursday, May 18, 2017 at 2:45 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: "Property Owner's Name"?

The Property Owner's Name is, specifically the legal owner of record with the County Assessor. I believe the Assessor requires this to match the name on the property title.

So the owner may be a corporation, an LLC, an LP, an individual, etc.

**Subject:** "Property Owner's Name"?

**Date:** Thursday, May 18, 2017 at 2:41:39 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine  
**Attachments:** image001.png

Quick question for you:

The first field on the petition is called "Property Owner's Name" is this the LLC or the name of the person who is signing?

Thanks!

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: South Park BID - Renewal  
**Date:** Thursday, May 18, 2017 at 7:52:16 AM Pacific Daylight Time  
**From:** Ellen Riotto

**To:** Tara Devine  
**Attachments:** image001.gif, image002.png, image002.png

Thank you Tara!

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 17, 2017, at 11:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

#1  
Owner: 900 SOUTH FIGUEROA APTS  
271 parcels  
\$91,101.78  
Owner: 900 SOUTH FIGUEROA ST PAD  
1 parcel  
\$7,442.99  
Owner: 900 SOUTH FIGUEROA STREET  
3 parcels  
\$3,295.43

All of the above are c/o Ryan LLC and have same owner mailing address.  
Grand total for the three owners above: \$101,840.20 (275 parcels)

#2  
The costs above are annual. Each fall, the Board will consider and vote on whether or not to increase assessments for the coming year. They cannot approve any increase of more than 5% per year, but they may also decide on no increase. I cannot calculate the annual cost for years 2-5 of the BID because those decisions lie in the future, but the total assessment cannot increase by more than 5%. BID Boards are comprised of property owners, who are generally not inclined to raise assessments any more than necessary to cover COLA or unforeseeable increases in costs. One such example was LA's recent minimum wage increase. BIDs approved several years before the proposed and later approved increase had not budgeted for those costs; some found savings elsewhere, but many did have to raise assessments to cover it.

#3  
900 S Figueroa is recorded as condos, and therefore assessed as condos. We assess based on the way the property is recorded, as assessments are based on Assessor data. There appear to be a small number of properties in South Park that recorded their condos but did not sell them, but without more information, it is hard to say. We'd have to survey to find out which recorded-as-condo buildings are not operated as such.

#4  
The number of APNs in Apex are outlined above, if we have the correct understanding of which owners (3 different owner names) comprise the Apex development. If you think there might be other owner names within the building envelope please advise me so I can identify those as well. There are currently 2044 APNs in the BID (South Park + South Park II as they are renewing together and becoming one BID called South Park.) A successful petition drive requires us to collect petitions from owners who represent 50% +\$1 of the total assessments for the entire district. In the renewing BID, the total assessments are \$2,487,766.44, so we need to collect petitions from owners who will pay \$1,243,884.22.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Wed, May 17, 2017 at 8:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Before I respond, do they own anything other than Apex (900 S Fig?)

I can answer these questions, although I will have to explain I can't give a hard 5-yr total (will explain max 5% increase per year but decided annually by Board.)

I will try to do this tonight if I can.

On May 17, 2017 5:18 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Please see below for questions from Apex (**900 SOUTH FIGUEROA ST APTS**)

**Would so appreciate your help with this reply this evening.**

**Thank you!**

---

**From:** "[brady.stern@ubs.com](mailto:brady.stern@ubs.com)" <[brady.stern@ubs.com](mailto:brady.stern@ubs.com)>

**Date:** Wednesday, May 17, 2017 at 5:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, "[rtrainor@allresco.com](mailto:rtrainor@allresco.com)" <[rtrainor@allresco.com](mailto:rtrainor@allresco.com)>

**Cc:** "[matt.wilson@ubs.com](mailto:matt.wilson@ubs.com)" <[matt.wilson@ubs.com](mailto:matt.wilson@ubs.com)>, "[nick.vansell@ubs.com](mailto:nick.vansell@ubs.com)" <[nick.vansell@ubs.com](mailto:nick.vansell@ubs.com)>, "[dpandika@allresco.com](mailto:dpandika@allresco.com)" <[dpandika@allresco.com](mailto:dpandika@allresco.com)>

**Subject:** RE: South Park BID - Renewal

Hi Ellen,

Thanks for reaching out. Initial questions:

-What is our current expense annually?

-Are the proposed expenses per APN annual, or over the 5-year term of the agreement? Can you please provide a consolidated annual total expense for the building in the new budget?

-It looks like we the proposal is charging us on a per unit basis. My understanding is that while Apex is condo mapped, it is being operated as an apartment building, not residential condominiums. Can you please provide context here? How does this compare to the structure with WaterMarke tower and other neighboring apartment buildings?

-How many APNs does Apex have and how many APNs are reflected in the BID? Is the voting dependent on majority of APN votes?

My colleagues might have additional questions, but answering the above will allow us to have an informed discussion on how to move forward. We will plan to have an answer back to you by week's end. Thanks

**Brady Stern**

Asset Management | UBS Realty Investors LLC

455 Market Street, Suite 1000 | San Francisco, CA 94105

Direct: [415-538-4834](tel:415-538-4834)

---

**From:** Ryan Trainor [mailto:[rtrainor@allresco.com](mailto:rtrainor@allresco.com)]

**Sent:** Wednesday, May 17, 2017 4:22 PM

**To:** Stern, Brady

**Cc:** Wilson, Matt; Vansell, Nick; Diego Pandika; [ellen@southpark.la](mailto:ellen@southpark.la)

**Subject:** FW: South Park BID - Renewal

Good Afternoon Brady,

I hope all is well. I am forwarding an email received from the South Park Business Improvement District. Attached within the email are the petitions to push forward the ballot initiative to extend their service for the next 5 years and additional information regarding the renewal. Ideally, if APEX will be signing the petitions, the South Park BID would like to have them back by this Friday, the 19<sup>th</sup>, however, the actual deadline for submittal to the city is April 22<sup>nd</sup>. To be clear, the petitions will not in of themselves extend the service, however, they are a preliminary measure to have the extension added to the ballot for a final vote in the future. I have included Ellen Riotto on this email as she has offered to make herself available for any questions related to the petitions. If I can be of further assistance in any way, please do not hesitate to reach out.

Best,

**RYAN TRAINOR | BUSINESS MANAGER**



## APEX

900 S. FIGUEROA ST. | LOS ANGELES, CA 90015

PH: [213.239.0663](tel:213.239.0663) | FAX: [213.239.5645](tel:213.239.5645)

<IMAGE001 GIF>

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Tuesday, May 16, 2017 12:54 PM

**To:** Ryan Trainor <[rtrainor@allresco.com](mailto:rtrainor@allresco.com)>

**Subject:** South Park BID - Renewal

Hi Ryan,

We've not yet had the chance to meet. My name is Ellen Riotto and I am the Interim Executive Director of the South Park Business Improvement District. As you might already know, the BID is in the process of renewing for the next five years. As part of this process, property owners are given the opportunity to vote on whether or not they'd like to continue to fund the BID services. Phase 1 is the Petition, which were mailed out today. We're trying to expedite the process of collecting signed petitions, and I'm reaching out now to ask for your support. To learn more about renewal, please feel free to reach out to me directly, or visit our [FAQ page online](#)

Attached you will find the petitions for all APEX APNs. Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

I've also attached the Renewal Packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

I'm happy to jump on a call to discuss this further should you have specific questions.

Thank you in advance for your help!

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: South Park BID - Renewal  
**Date:** Wednesday, May 17, 2017 at 11:25:40 PM Pacific Daylight Time  
**From:** Ellen Riotto

**To:** Tara Devine  
**Attachments:** image001.gif, image002.png

No, this is their only property. Thank you!

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 17, 2017, at 8:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Before I respond, do they own anything other than Apex (900 S Fig?)

I can answer these questions, although I will have to explain I can't give a hard 5-yr total (will explain max 5% increase per year but decided annually by Board.)

I will try to do this tonight if I can.

On May 17, 2017 5:18 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Please see below for questions from Apex (**900 SOUTH FIGUEROA ST APTS**)

**Would so appreciate your help with this reply this evening.**

**Thank you!**

---

**From:** "[brady.stern@ubs.com](mailto:brady.stern@ubs.com)" <[brady.stern@ubs.com](mailto:brady.stern@ubs.com)>  
**Date:** Wednesday, May 17, 2017 at 5:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, "[rtrainor@allresco.com](mailto:rtrainor@allresco.com)" <[rtrainor@allresco.com](mailto:rtrainor@allresco.com)>  
**Cc:** "[matt.wilson@ubs.com](mailto:matt.wilson@ubs.com)" <[matt.wilson@ubs.com](mailto:matt.wilson@ubs.com)>, "[nick.vansell@ubs.com](mailto:nick.vansell@ubs.com)" <[nick.vansell@ubs.com](mailto:nick.vansell@ubs.com)>, "[dpandika@allresco.com](mailto:dpandika@allresco.com)" <[dpandika@allresco.com](mailto:dpandika@allresco.com)>  
**Subject:** RE: South Park BID - Renewal

Hi Ellen,

Thanks for reaching out. Initial questions:

-What is our current expense annually?

-Are the proposed expenses per APN annual, or over the 5-year term of the agreement? Can you please provide a consolidated annual total expense for the building in the new budget?

-It looks like we the proposal is charging us on a per unit basis. My understanding is that while Apex is condo mapped, it is being operated as an apartment building, not residential condominiums. Can you please provide context here? How does this compare to the structure with WaterMarke tower and other neighboring apartment buildings?

-How many APNs does Apex have and how many APNs are reflected in the BID? Is the voting dependent on majority of APN votes?

My colleagues might have additional questions, but answering the above will allow us to have an informed discussion on how to move forward. We will plan to have an answer back to you by week's end. Thanks

**Brady Stern**

Asset Management | UBS Realty Investors LLC

455 Market Street, Suite 1000 | San Francisco, CA 94105

Direct: [415-538-4834](tel:415-538-4834)

---

**From:** Ryan Trainor [mailto:[rtrainor@allresco.com](mailto:rtrainor@allresco.com)]

**Sent:** Wednesday, May 17, 2017 4:22 PM

**To:** Stern, Brady

**Cc:** Wilson, Matt; Vansell, Nick; Diego Pandika; [ellen@southpark.la](mailto:ellen@southpark.la)

**Subject:** FW: South Park BID - Renewal

Good Afternoon Brady,

I hope all is well. I am forwarding an email received from the South Park Business Improvement District. Attached within the email are the petitions to push forward the ballot initiative to extend their service for the next 5 years and additional information regarding the renewal. Ideally, if APEX will be signing the petitions, the South Park BID would like to have them back by this Friday, the 19<sup>th</sup>, however, the actual deadline for submittal to the city is April 22<sup>nd</sup>. To be clear, the petitions will not in of themselves extend the service, however, they are a preliminary measure to have the extension added to the ballot for a final vote in the future. I have included Ellen Riotto on this email as she has offered to make herself available for any questions related to the petitions. If I can be of further assistance in any way, please do not hesitate to reach out.

Best,

**RYAN TRAINOR | BUSINESS MANAGER**

**APEX**

900 S. FIGUEROA ST. | LOS ANGELES, CA 90015

PH: [213 239 0663](tel:2132390663) | FAX: [213 239 5645](tel:2132395645)

[<IMAGE001.GIF>](#)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Tuesday, May 16, 2017 12:54 PM

**To:** Ryan Trainor <[rtrainor@allresco.com](mailto:rtrainor@allresco.com)>

**Subject:** South Park BID - Renewal

Hi Ryan,

We've not yet had the chance to meet. My name is Ellen Riotto and I am the Interim Executive Director of the South Park Business Improvement District. As you might already know, the BID is in the process of renewing for the next five years. As part of this process, property owners are given the opportunity to vote on whether or not they'd like to continue to fund the BID services. Phase 1 is the Petition, which were mailed out today. We're trying to expedite the process of collecting signed petitions, and I'm reaching out now to ask for your support. To learn more about renewal, please feel free to reach out to me directly, or visit our [FAQ page online](#)

Attached you will find the petitions for all APEX APNs. Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

I've also attached the Renewal Packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

I'm happy to jump on a call to discuss this further should you have specific questions.

Thank you in advance for your help!

Ellen Riotto

Interim Executive Director

<image002.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: 1500 Grand

**Date:** Wednesday, May 17, 2017 at 7:03:35 PM Pacific Daylight Time

**From:** Nusbaum, Nate - CHMC

**To:** Tara Devine

**CC:** Ellen Riotto

Thank you for this info I plan to discuss it with Mercy Housing.

**Nathan R. Nusbaum**  
**President**

**California Hospital  
Medical Center Foundation  
A Dignity Health Member**  
[1401 S. Grand Avenue](#)  
[Los Angeles, CA 90015](#)  
[213.742.5836](#)  
[213.742.5875](#) (fax)  
[Nate.Nusbaum@DignityHealth.org](mailto:Nate.Nusbaum@DignityHealth.org)

Caution: The information contained in this email may be privileged and confidential and protected from disclosure. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this email is strictly prohibited. If you have received this email in error, kindly notify the sender immediately by reply email and then delete this email. Thank you.

On May 17, 2017, at 3:40 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

[Dignityhealth.org](#) made the following annotations

-----  
STOP, THINK, READ. This is an external email. Exercise extra caution responding to it, opening attachments and following links.  
-----

So...I am only able to verify the assessment for that parcel and related Assessor information. I would not be able to determine if or how property taxes are being apportioned for a joint ownership. If you have a dispute with Assessor data, I can help by providing their form for address changes, and/or explain the process to request other data changes, but I cannot DO any of that for a property owner.

So here's what I can tell you.

For [5134021016](#), the Assessor has the following data:

1st Owner Assessee Name: Dignity Health Lessor

1st Owner Name Overflow: Mercy Housing Calif XIX LSEE

Property tax bills are going here:

C/O Kim D Portello

1500 S Grand, Unit 100, LA, CA 90015

I do not know how the property taxes or BID assessment are paid/apportioned. The BID assessment will be sent to the same owner/address. I do know that some partnerships internally apportion assessments/property taxes among responsible parties in accordance with various partnership agreements or leases.

Please let me know if I misunderstood your question/inquiry.

On Wed, May 17, 2017 at 3:23 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Please see below for Nate's comment regarding 1500 S Grand. From the database I see Mercy Housing Calif XIX LSEE listed as Owner 1 overflow. Does that mean they have a separate petition for their portion? I don't see them listed as OWNER 1 in the database...

[5134021016](#)

4

1

MFR

1500 S GRAND AVE

DIGNITY HEALTH

---

**From:** "Nusbaum, Nate - CHMC" <[Nate.Nusbaum@DignityHealth.org](mailto:Nate.Nusbaum@DignityHealth.org)>

**Date:** Wednesday, May 17, 2017 at 3:08 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** 1500 Grand

Hi Ellen,

Part of 1500 is our pre-school which is a very small space. The rest of it which is rather large belongs to Mercy Housing. I would encourage you to look into this and make sure everything is registered properly.

Nat

**Nathan R. Nusbaum**

**President**

**California Hospital**

**Medical Center Foundation**

**A Dignity Health Member**

1401 S. Grand Avenue

Los Angeles, CA 90015

[213.742.5836](tel:213.742.5836)

[213.742.5875](tel:213.742.5875) (fax)

[Nate.Nusbaum@DignityHealth.org](mailto:Nate.Nusbaum@DignityHealth.org)



Caution: The information contained in this email may be privileged and confidential and protected from disclosure. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this email is strictly prohibited. If you have received this email in error, kindly notify the sender immediately by reply email and then delete this email. Thank you.

**Subject:** Re: 1500 Grand  
**Date:** Wednesday, May 17, 2017 at 3:23:13 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Nusbaum, Nate - CHMC

Hi Tara,

Please see below for Nate's comment regarding 1500 S Grand. From the database I see Mercy Housing Calif XIX LSEE listed as Owner 1 overflow. Does that mean they have a separate petition for their portion? I don't see them listed as OWNER 1 in the database...

5134021016      4      1      MFR

1500 S GRAND AVE

DIGNITY HEALTH LESSOR

---

**From:** "Nusbaum, Nate - CHMC" <Nate.Nusbaum@DignityHealth.org>  
**Date:** Wednesday, May 17, 2017 at 3:08 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** 1500 Grand

Hi Ellen,

Part of 1500 is our pre-school which is a very small space. The rest of it which is rather large belongs to Mercy Housing. I would encourage you to look into this and make sure everything is registered properly.  
Nat

**Nathan R. Nusbaum**  
**President**

**California Hospital**  
**Medical Center Foundation**  
**A Dignity Health Member**  
1401 S. Grand Avenue  
Los Angeles, CA 90015  
213.742.5836  
213.742.5875 (fax)  
[Nate.Nusbaum@DignityHealth.org](mailto:Nate.Nusbaum@DignityHealth.org)

Caution: The information contained in this email may be privileged and confidential and protected from disclosure. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this email is strictly prohibited. If you have received this email in error, kindly notify the sender immediately by reply email and then delete this email. Thank you.

**Subject:** Fwd: South Park BID

**Date:** Wednesday, May 17, 2017 at 6:40:38 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** tara@devine-strategies.com

**CC:** Robin Bieker

Tara,

Please see below for request from Sauli. Is this something you can do tomorrow?

Thanks

Ellen

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. 213-663-1112

c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

Begin forwarded message:

**From:** Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>

**Date:** May 17, 2017 at 6:22:58 PM PDT

**To:** 'Sauli Danpour' <[saulid@xyvest.com](mailto:saulid@xyvest.com)>

**Cc:** 'Ellen Riotto' <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** RE: South Park BID

Sauli,

Thanks for getting back to me. I have copied Ellen on this email.

Ellen,

If you are able to make the changes please do and get them back to Sauli and please go direct and copy me and I will follow up.

Thanks.

Robin Bieker

**From:** Sauli Danpour [<mailto:saulid@xyvest.com>]  
**Sent:** Wednesday, May 17, 2017 4:33 PM  
**To:** Robin Bieker  
**Subject:** Re: South Park BID

Robin,

Since Ellen's email to the property owners I have been looking for the petitions, but never got them. Thanks for emailing. But they have to be redone as follows...

New owner of 1220 S Hope Street (APN #5139-022-003), 1224 S Hope Street (APN #5139-022-004) and 1240 S Hope Street (APN #5139-022-020, formerly APN #5139-022-016) is Morrison Hotel LLC. Keep in mind that the parcel for 1240 S Hope Street was reduced in size to fit the perimeter of the building only. So an adjustment needs to be made to the percentage and the assessment. You can send those petitions to me and I'll get Richard to sign them.

I remain the owner of 1246 S Hope Street (APN #5139-022-006), and 427 W Pico Blvd. (APN #5139-022-021, formerly APN #5139-022-017)... 427 W Pico is now a larger parcel based on the adjustment mentioned above for 1240 S Hope Street.

Sauli

At 01:53 PM 5/17/2017, you wrote:

Sauli,

Petitions have been mailed out for BID renewal but we are trying to achieve the 51% threshold by this Friday in order to avoid manual billing. If you could please take a look at the attached and sign, scan and send back that would be great. Please call if you have any questions.

Thanks.

Robin Bieker

**Subject:** FW: South Park BID - Renewal  
**Date:** Wednesday, May 17, 2017 at 5:18:24 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Priority:** High  
**Attachments:** Legal Disclaimer.txt, image001.gif, image002.png

Please see below for questions from Apex (**900 SOUTH FIGUEROA ST APTS**)

**Would so appreciate your help with this reply this evening.**

**Thank you!**

---

**From:** "brady.stern@ubs.com" <brady.stern@ubs.com>  
**Date:** Wednesday, May 17, 2017 at 5:14 PM  
**To:** Ellen Riotto <ellen@southpark.la>, "rtrainor@allresco.com" <rtrainor@allresco.com>  
**Cc:** "matt.wilson@ubs.com" <matt.wilson@ubs.com>, "nick.vansell@ubs.com" <nick.vansell@ubs.com>, "dpandika@allresco.com" <dpandika@allresco.com>  
**Subject:** RE: South Park BID Renewal

Hi Ellen,

Thanks for reaching out. Initial questions:

- What is our current expense annually?
- Are the proposed expenses per APN annual, or over the 5-year term of the agreement? Can you please provide a consolidated annual total expense for the building in the new budget?
- It looks like we the proposal is charging us on a per unit basis. My understanding is that while Apex is condo mapped, it is being operated as an apartment building, not residential condominiums. Can you please provide context here? How does this compare to the structure with WaterMarke tower and other neighboring apartment buildings?
- How many APNs does Apex have and how many APNs are reflected in the BID? Is the voting dependent on majority of APN votes?

My colleagues might have additional questions, but answering the above will allow us to have an informed discussion on how to move forward. We will plan to have an answer back to you by week's end. Thanks

**Brady Stern**

Asset Management | UBS Realty Investors LLC  
455 Market Street, Suite 1000 | San Francisco, CA 94105  
Direct: 415-538-4834

**From:** Ryan Trainor [mailto:rtrainor@allresco.com]  
**Sent:** Wednesday, May 17, 2017 4:22 PM  
**To:** Stern, Brady  
**Cc:** Wilson, Matt; Vansell, Nick; Diego Pandika; ellen@southpark.la  
**Subject:** FW: South Park BID - Renewal

Good Afternoon Brady,

I hope all is well. I am forwarding an email received from the South Park Business Improvement District. Attached within the email are the petitions to push forward the ballot initiative to extend their service for the next 5 years and additional information regarding the renewal. Ideally, if APEX will be signing the petitions, the South Park BID would like to have them back by this Friday, the 19<sup>th</sup>, however, the actual deadline for submittal to the city is April 22<sup>nd</sup>. To be clear, the petitions will not in of themselves extend the service, however, they are a preliminary measure to have the extension added to the ballot for a final vote in the future. I have included Ellen Riotto on this email as she has offered to make herself available for any questions related to the petitions. If I can be of further assistance in any way, please do not hesitate to reach out.

Best,

**RYAN TRAINOR | BUSINESS MANAGER**

**APEX**

900 S. FIGUEROA ST. | LOS ANGELES, CA 90015  
PH: 213.239.0663 | FAX: 213.239.5645



---

**From:** Ellen Riotto [mailto:ellen@southpark.la]  
**Sent:** Tuesday, May 16, 2017 12:54 PM  
**To:** Ryan Trainor <rtrainor@allresco.com>  
**Subject:** South Park BID - Renewal

Hi Ryan,

We've not yet had the chance to meet. My name is Ellen Riotto and I am the Interim Executive Director of the South Park Business Improvement District. As you might already know, the BID is in the process of renewing for the next five years. As part of this process, property owners are given the opportunity to vote on whether or not they'd like to continue to fund the BID services. Phase 1 is the Petition, which were mailed out today. We're trying to expedite the process of collecting signed petitions, and I'm reaching out now to ask for your support. To learn more about renewal, please feel free to reach out to me directly, or visit our [FAQ page online](#)

Attached you will find the petitions for all APEX APNs. Due to City and County-imposed deadlines, **we would like to collect signed petitions by Friday May 19<sup>th</sup>. Signed petitions can be scanned and emailed to me directly.**

I've also attached the Renewal Packet, which contains the following:

1. Cover Letter to property owners from me
2. One-pager explaining who is eligible to sign the petition
3. Informational one-pager about the services that the BID provides
4. FAQ
5. Executive Summary of our Management District Plan

I'm happy to jump on a call to discuss this further should you have specific questions.

Thank you in advance for your help!

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Petitions by APN  
**Date:** Wednesday, May 17, 2017 at 4:03:21 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke  
**Attachments:** image001.png, image001.png

Thanks for this research. At the rate we're going we'll be done in abt an hour. Not worth it.

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 17, 2017, at 4:01 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Well-reviewed on CNET  
[http://download.cnet.com/A-PDF-Content-Splitter/3000-18483\\_4-75322048.html](http://download.cnet.com/A-PDF-Content-Splitter/3000-18483_4-75322048.html)

LMK your thoughts.

On Wed, May 17, 2017 at 3:59 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

There is also 3rd party software (that I have not used) that allows you to split PDFs based on user-defined criteria:  
<http://www.a-pdf.com/content-splitter/>

Free trial version (not sure if it has full functionality) or \$79 license.

On Wed, May 17, 2017 at 3:55 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

We had to sort by legal owner name in order to be able to combine the common ownerships/reduce the number of petitions/signature required for those who own multiple properties.

I see two possibilities:

I can regenerate it fairly easily without combining ownerships. A few dozen or so "individuals" petitions would be different - that's about the number of condo owners who own multiple condo units. Most of those who own multiples own 2-5 condos. The large subdivided buildings owned by one owner (900 S Fig, for example) would, however, now appear on up to 200+ separate petitions, and we can't feasibly recombine all of them. Overall, this approach would yield an undesirable number of individual petitions for those owners, or hours of painstaking manual work to combine ownerships that would now be non-adjacent in the new PDF...search, cut, paste, move, then return to delete the petition we took the other parcel data from, etc. I don't see this as a great approach and it's sure not fast.



I believe it's theoretically possible to use JavaScript to reorder pages in a PDF based on text within them, but I haven't done it before. I can generally teach myself anything, but I don't know how difficult it will be or how much time it might take to try/troubleshoot/verify it sorted correctly. In theory, though, this would generate accurate petitions since we would use the existing PDF. Let me know if you want me to devote an hour or so to this approach.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Wed, May 17, 2017 at 3:34 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

How easy is it for you to generate a new MASTER PETITION FILE by order of APN? The one you shared is in alphabetical order by owner, and it's really difficult to pull petitions by condo buildings. It would save us a ton of time!

Thanks,

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:213.663.1112) | c. [401 439 8147](tel:401.439.8147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Petitions by APN  
**Date:** Wednesday, May 17, 2017 at 3:34:25 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke  
**Attachments:** image001.png

Hi Tara,

How easy is it for you to generate a new MASTER PETITION FILE by order of APN? The one you shared is in alphabetical order by owner, and it's really difficult to pull petitions by condo buildings. It would save us a ton of time!

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Clerk Contact for Petition Submission & Validation  
**Date:** Wednesday, May 17, 2017 at 3:10:24 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke, Katie Kiefer

Got it. Thanks.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Wednesday, May 17, 2017 at 3:09 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Clerk Contact for Petition Submission & Validation

Clerk has changed course :) Mario will be validating petitions. Please send all petitions daily (including any previously submitted) to:

[mario.montez@lacity.org](mailto:mario.montez@lacity.org)

On May 16, 2017 4:45 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks! We've received 14 so far we're at 7.36%

Slowly but surely...

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, May 16, 2017 at 4:43 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Clerk Contact for Petition Submission & Validation

BTW, great e-blast earlier today --  
and very smart to offer your existing network a way to get their petition/packet electronically now!

On Tue, May 16, 2017 at 4:32 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Got it. Thank you.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, May 16, 2017 at 4:29 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Clerk Contact for Petition Submission & Validation

Clerk staff are not yet 100% sure who will be handling our petition submission and validation. It will probably be Garen, as Mario did not work on our database this time around. For now, Miranda has advised me that you should (scan and) email petitions to both Garen and his supervisor, Dennis. Please do this until or unless Miranda or Dennis direct you differently.

[garen.yegparian@lacity.org](mailto:garen.yegparian@lacity.org)

[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)

The Clerk staff appreciate receiving a once-a-day batch in a single PDF until we are within the final few petitions required to meet the threshold - then they can be sent as received.

Please retain all original signed copies in your file. Thanks!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Clerk Contact for Petition Submission & Validation  
**Date:** Tuesday, May 16, 2017 at 4:45:32 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke, Katie Kiefer

Thanks! We've received 14 so far we're at 7.36%

Slowly but surely...

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, May 16, 2017 at 4:43 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Clerk Contact for Petition Submission & Validation

BTW, great e-blast earlier today --  
and very smart to offer your existing network a way to get their petition/packet electronically now!

On Tue, May 16, 2017 at 4:32 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Got it. Thank you.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, May 16, 2017 at 4:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Clerk Contact for Petition Submission & Validation

Clerk staff are not yet 100% sure who will be handling our petition submission and validation. It will probably be Garen, as Mario did not work on our database this time around. For now, Miranda has advised me that you should (scan and) email petitions to both Garen and his supervisor, Dennis. Please do this until or unless Miranda or Dennis direct you differently.

[garen.yegparian@lacity.org](mailto:garen.yegparian@lacity.org)  
[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)

The Clerk staff appreciate receiving a once-a-day batch in a single PDF until we are within the final few petitions required to meet the threshold - then they can be sent as received.

Please retain all original signed copies in your file. Thanks!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Clerk Contact for Petition Submission & Validation

**Date:** Tuesday, May 16, 2017 at 4:32:15 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Wallis Locke, Katie Kiefer

Got it. Thank you.

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Tuesday, May 16, 2017 at 4:29 PM

**To:** Ellen Riotto <ellen@southpark.la>, Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** Clerk Contact for Petition Submission & Validation

Clerk staff are not yet 100% sure who will be handling our petition submission and validation. It will probably be Garen, as Mario did not work on our database this time around. For now, Miranda has advised me that you should (scan and) email petitions to both Garen and his supervisor, Dennis. Please do this until or unless Miranda or Dennis direct you differently.

[garen.yegparian@lacity.org](mailto:garen.yegparian@lacity.org)  
[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)

The Clerk staff appreciate receiving a once-a-day batch in a single PDF until we are within the final few petitions required to meet the threshold - then they can be sent as received.

Please retain all original signed copies in your file. Thanks!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Your Petition Outreach

**Date:** Wednesday, May 17, 2017 at 2:55:41 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Shelby Jordan

Thanks Tara.

Shelby, I think we should move forward with the petition as it was generated.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, May 17, 2017 at 2:51 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>

**Subject:** Re: Your Petition Outreach

Alternatively, we can regenerate the petition with the LLP name and submit it, but the City will reject/not validate it unless you also provide a copy of the deed or fully executed closing documents. A purchase and sale agreement, for example, will not suffice.

On May 17, 2017 2:47 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

As of five weeks ago, data pulled directly by/from the Assessor reflects that APN [5138007070](#) is owned by LA Arena Land Co Inc so I would complete the petition as we generated it.

If you were talking about a different APN, please advise. The parcel above is the only one whose



owner name precisely matches the name as you gave it to me.

Thanks!

On May 17, 2017 12:26 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

OK thanks. We'll wait for your recommendation.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Wednesday, May 17, 2017 at 12:26 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Fwd: Your Petition Outreach

Give me 45 minutes or so and I'll go I and check the APNs under that owner name, with the caveat that the City can access a slightly more current version of the Assessor data than we/public can, so a discrepancy is still possible.

On May 17, 2017 12:20 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

The owner name on the petition is what was on record with the Assessor as of about 6-8 weeks ago.

It is possible that the LLC name has since been recorded in the system, in which case the City might kick it back for re - execution under the new LLC name. But that seems unlikely to me.

If we update the name now, and the Assessor has not updated the name in the system, the City will kick it back for re-execution.

In other words, property ownership is constantly in flux (as are land use changes) so the most defensible point for the City is to verify against the current formal record (currently available Assessor data.)

On May 17, 2017 7:59 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi tara

Please see below for Shelby's question.

Thanks

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

Begin forwarded message:

**From:** Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>

**Date:** May 17, 2017 at 6:27:46 AM PDT

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject: RE: Your Petition Outreach**

Ellen – quick question. For “L A ARENA LAND CO INC” – this is the former name of what is now LA Arena Land Company, LLC. Will it be an issue as it is now a LLC?  
Thanks

Shelby Jordan  
AEG

865 South Figueroa St., Suite 800  
Los Angeles, CA 90017  
P [\(213\) 337-4809](tel:(213)337-4809)  
C [\(213\) 458-2735](tel:(213)458-2735)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Monday, May 15, 2017 11:09 AM

**To:** Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Your Petition Outreach

Shelby,

Please find attached the Renewal Packet and the Petitions you have claimed. Please email these petitions and the packet individually, accompanied by a phone call, and ask that they be signed by an eligible signer, scanned, and emailed back to me ASAP, but absolutely by Friday 5/19.

Thank you so much for your help and please let me know if you have any questions.

Best,

Ellen

Ellen Riotto  
Interim Executive Director

**Subject:** Re: Your Petition Outreach

**Date:** Wednesday, May 17, 2017 at 2:32:26 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Shelby Jordan

Hi Tara,

Any update on this? I know Shelby was aiming to get these signatures today.

Thanks,

Ellen

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Wednesday, May 17, 2017 at 12:26 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: Fwd: Your Petition Outreach

Give me 45 minutes or so and I'll go I and check the APNs under that owner name, with the caveat that the City can access a slightly more current version of the Assessor data than we/public can, so a discrepancy is still possible.

On May 17, 2017 12:20 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

| The owner name on the petition is what was on record with the Assessor as of about 6-8 weeks ago.

It is possible that the LLC name has since been recorded in the system, in which case the City might kick it back for re - execution under the new LLC name. But that seems unlikely to me.

If we update the name now, and the Assessor has not updated the name in the system, the City will kick it back for re-execution.

In other words, property ownership is constantly in flux (as are land use changes) so the most defensible point for the City is to verify against the current formal record (currently available Assessor data.)

On May 17, 2017 7:59 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi tara

Please see below for Shelby's question.

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>  
**Date:** May 17, 2017 at 6:27:46 AM PDT

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject: RE: Your Petition Outreach**

Ellen – quick question. For “L A ARENA LAND CO INC” – this is the former name of what is now LA Arena Land Company, LLC. Will it be an issue as it is now a LLC?  
Thanks

Shelby Jordan  
AEG

865 South Figueroa St., Suite 800  
Los Angeles, CA 90017  
P [\(213\) 337-4809](tel:213-337-4809)  
C [\(213\) 458-2735](tel:213-458-2735)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Monday, May 15, 2017 11:09 AM

**To:** Shelby Jordan <[sjordan@acgworldwide.com](mailto:sjordan@acgworldwide.com)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Your Petition Outreach

Shelby,

Please find attached the Renewal Packet and the Petitions you have claimed. Please email these petitions and the packet individually, accompanied by a phone call, and ask that they be signed by an eligible signer, scanned, and emailed back to me ASAP, but absolutely by Friday 5/19.

Thank you so much for your help and please let me know if you have any questions.

Best,

Ellen

Ellen Riotto  
Interim Executive Director

**Subject:** Re: Your Petition Outreach

**Date:** Wednesday, May 17, 2017 at 12:26:53 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Shelby Jordan

OK thanks. We'll wait for your recommendation.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, May 17, 2017 at 12:26 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Fwd: Your Petition Outreach

Give me 45 minutes or so and I'll go I and check the APNs under that owner name, with the caveat that the City can access a slightly more current version of the Assessor data than we/public can, so a discrepancy is still possible.

On May 17, 2017 12:20 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

The owner name on the petition is what was on record with the Assessor as of about 6-8 weeks ago.

It is possible that the LLC name has since been recorded in the system, in which case the City might kick it back for re - execution under the new LLC name. But that seems unlikely to me.

If we update the name now, and the Assessor has not updated the name in the system, the City will

kick it back for re-execution.

In other words, property ownership is constantly in flux (as are land use changes) so the most defensible point for the City is to verify against the current formal record (currently available Assessor data.)

On May 17, 2017 7:59 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi tara

Please see below for Shelby's question.

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>  
**Date:** May 17, 2017 at 6:27:46 AM PDT

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject: RE: Your Petition Outreach**

Ellen – quick question. For “L A ARENA LAND CO INC” – this is the former name of what is now LA Arena Land Company, LLC. Will it be an issue as it is now a LLC?  
Thanks

Shelby Jordan  
AEG

865 South Figueroa St., Suite 800  
Los Angeles, CA 90017  
P [\(213\) 337-4809](tel:(213)337-4809)  
C [\(213\) 458-2735](tel:(213)458-2735)

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]  
**Sent:** Monday, May 15, 2017 11:09 AM  
**To:** Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Your Petition Outreach

Shelby,

Please find attached the Renewal Packet and the Petitions you have claimed. Please email these petitions and the packet individually, accompanied by a phone call, and ask that they be signed by an eligible signer, scanned, and emailed back to me ASAP, but absolutely by Friday 5/19.

Thank you so much for your help and please let me know if you have any questions.

Best,

Ellen

Ellen Riotto  
Interim Executive Director

**Subject:** Fwd: Your Petition Outreach  
**Date:** Wednesday, May 17, 2017 at 7:59:14 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** tara@devine-strategies.com  
**Attachments:** image001.png, ATT00001.htm, L A ARENA LAND CO INC\_PETITION.PDF, ATT00002.htm

Hi tara

Please see below for Shelby's question.

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

Begin forwarded message:

**From:** Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>

**Date:** May 17, 2017 at 6:27:46 AM PDT

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** RE: Your Petition Outreach

Ellen quick question. For "LA ARENA LAND CO INC" this is the former name of what is now LA Arena Land Company, LLC. Will it be an issue as it is now a LLC?

Thanks

Shelby Jordan  
AEG

865 South Figueroa St., Suite 800  
Los Angeles, CA 90017  
P (213) 337-4809  
C (213) 458-2735

---

**From:** Ellen Riotto [<mailto:ellen@southpark.la>]

**Sent:** Monday, May 15, 2017 11:09 AM

**To:** Shelby Jordan <[sjordan@aegworldwide.com](mailto:sjordan@aegworldwide.com)>

**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>; Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Your Petition Outreach

Shelby,

Please find attached the Renewal Packet and the Petitions you have claimed. Please email these petitions and the packet individually, accompanied by a phone call, and ask that they be signed by an eligible signer, scanned, and emailed back to me ASAP, but absolutely by Friday 5/19.

Thank you so much for your help and please let me know if you have any questions.

Best,

Ellen

Ellen Riotto  
Interim Executive Director



**Subject:** Re: Missing Petition

**Date:** Tuesday, May 16, 2017 at 2:21:42 PM Pacific Daylight Time

**From:** Katie Kiefer

**To:** Tara Devine

**CC:** Ellen Riotto, Wallis Locke

Makes sense for you to update the master file and share with us.

THX.

Katie Kiefer

South Park BID

[1100 S. Flower St., Suite #3400, Los Angeles, CA 90015](#)

o. [213 663 1120](#)

[24/7: 866 560 9346](#)

On May 16, 2017, at 2:12 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

See what I just sent and let me know what you prefer. I have to add it into my copy anyway so that I always have a current, accurate master. But if you prefer me to just send future revised petitions singly and you edit/maintain your own, that's fine with me, too.

On Tue, May 16, 2017 at 2:06 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

| No need on master revision. I'll add it in to save us all time.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

On May 16, 2017, at 2:05 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Sorry about that! Here you go. It looks like when we deleted the duplicate Salvation Army petitions, we deleted one too many (this petition should have followed theirs.)  
It is attached singly for convenience. I will send a revised Master file under separate cover.

On Tue, May 16, 2017 at 11:26 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, May 16, 2017 at 11:21 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Missing Petition

Yes. It will be about 90 minutes or so unless I have access to my laptop.

On May 15, 2017 9:26 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

We're missing a petition for APN [5139020060](#). Can you please create and send?

Thanks,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

<SANDLER.pdf>

**Subject:** Re: Missing Petition  
**Date:** Tuesday, May 16, 2017 at 2:07:58 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke, Katie Kiefer  
**Attachments:** image001.png

Thank you!

---

**From:** Tara Devine <tara@devine strategies.com>  
**Date:** Tuesday, May 16, 2017 at 2:04 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Missing Petition

Sorry about that! Here you go. It looks like when we deleted the duplicate Salvation Army petitions, we deleted one too many (this petition should have followed theirs.)  
It is attached singly for convenience. I will send a revised Master file under separate cover.

On Tue, May 16, 2017 at 11:26 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you.

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, May 16, 2017 at 11:21 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Missing Petition

Yes. It will be about 90 minutes or so unless I have access to my laptop.

On May 15, 2017 9:26 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

We're missing a petition for APN [5139020060](#). Can you please create and send?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: Missing Petition  
**Date:** Tuesday, May 16, 2017 at 2:06:32 PM Pacific Daylight Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto, Wallis Locke  
**Attachments:** image001.png, image001.png

No need on master revision. I'll add it in to save us all time.

Katie Kiefer  
South Park BID  
[1100 S. Flower St., Suite #3400, Los Angeles, CA 90015](#)  
o. [213 663 1120](#)

[24/7: 866 560 9346](#)

On May 16, 2017, at 2:05 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Sorry about that! Here you go. It looks like when we deleted the duplicate Salvation Army petitions, we deleted one too many (this petition should have followed theirs.)  
It is attached singly for convenience. I will send a revised Master file under separate cover.

On Tue, May 16, 2017 at 11:26 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, May 16, 2017 at 11:21 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Wallis Locke <[wallis@southpark.la](mailto:wallis@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Missing Petition

Yes. It will be about 90 minutes or so unless I have access to my laptop.

On May 15, 2017 9:26 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

We're missing a petition for APN [5139020060](#). Can you please create and send?

Thanks,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:8665609346)

<SANDLER.pdf>

**Subject:** Re: Missing Petition  
**Date:** Tuesday, May 16, 2017 at 11:26:28 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke, Katie Kiefer  
**Attachments:** image001.png

Thank you.

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Tuesday, May 16, 2017 at 11:21 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Missing Petition

Yes. It will be about 90 minutes or so unless I have access to my laptop.

On May 15, 2017 9:26 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

We're missing a petition for APN [5139020060](#). Can you please create and send?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Missing Petition  
**Date:** Monday, May 15, 2017 at 9:26:04 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke, Katie Kiefer  
**Attachments:** image001.png

Hi Tara,

We're missing a petition for APN 5139020060. Can you please create and send?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015



[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Your Petition Outreach  
**Date:** Tuesday, May 16, 2017 at 12:44:00 PM Pacific Daylight Time  
**From:** Katie Kiefer  
**To:** Tara Devine, Ellen Riotto  
**CC:** Wallis Locke  
**Attachments:** L.A. UNIFIED SCHOOL DIST.pdf

Tara please refer to the attached LAUSD petition from SPII formation. They generated their own "BID Assessment Calculation" backup for the petition. This could be useful when connecting with them on signing.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, May 16, 2017 at 11:14 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Wallis Locke <wallis@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Your Petition Outreach

I'm on it. FYI, last year they declined to return both petitions and ballots (did not vote) citing budget reductions.

On May 15, 2017 6:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Good to know. Did you provide or should we follow up. If so, can you please share the contact info?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On May 15, 2017, at 4:51 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Done. FYI, they require full copies of MDP/ER to process.

On May 15, 2017 11:17 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara,

Thanks so much for the offer to help us track down the signature from LAUSD. Please find attached the Petition Packet and the individual Petition for LAUSD. We're trying to collect these signatures by Friday. Please let us know if there's anything we can do to help obtain this signature.

Thank you again,

Ellen

Ellen Riotto  
Interim Executive Director  
<image001.png>  
South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:213-663-1112) | c. [401 439 8147](tel:401-439-8147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: Your Petition Outreach  
**Date:** Monday, May 15, 2017 at 6:24:48 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke, Katie Kiefer  
**Attachments:** image001.png

Good to know. Did you provide or should we follow up. If so, can you please share the contact info?

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 15, 2017, at 4:51 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Done. FYI, they require full copies of MDP/ER to process.

On May 15, 2017 11:17 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Tara,

Thanks so much for the offer to help us track down the signature from LAUSD. Please find attached the Petition Packet and the individual Petition for LAUSD. We're trying to collect these signatures by Friday. Please let us know if there's anything we can do to help obtain this signature.

Thank you again,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Your Petition Outreach  
**Date:** Monday, May 15, 2017 at 11:17:40 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke, Katie Kiefer  
**Attachments:** South Park BID Renewal Packet.pdf, L A UNIFIED SCHOOL DIST\_PETITION.pdf, image001.png

Tara,

Thanks so much for the offer to help us track down the signature from LAUSD. Please find attached the Petition Packet and the individual Petition for LAUSD. We're trying to collect these signatures by Friday. Please let us know if there's anything we can do to help obtain this signature.

Thank you again,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: 900 SOUTH FIGUEROA ST APTS  
**Date:** Monday, May 15, 2017 at 4:50:51 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Wallis Locke, Katie Kiefer  
**Attachments:** image001.png

Thanks for this reply. I'll check in w the city and will let you know what they say.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 15, 2017, at 4:42 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

The way we did it is the way it has been accepted in the past and the way I know the City will accept/validate. If the City will accept it in a format that requires a single signature for those several hundred parcels, I will gladly regenerate it differently.

I suspect the City will not accept a single signature on one page for all the parcels shown on multiple pages (as they want to be very certain that the owner has reviewed all assessments and is aware of the full total.) But I'd love to be wrong!

I do realize this is a unique pain for the owner. This owner is fairly unique in that they subdivided and recorded the tract map and have a very large unit count...but they went rental instead of selling. I believe there are one or two other buildings like that in the renewed BID but both are substantially smaller (recorded condos/APNs that were never sold and were retained by a single owner.)

If the City will not accept it in the manner you suggest, one way to mitigate the burden would be to pre-complete some of the fields for the owner before they sign.

On May 15, 2017 2:10 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

APEX apartments (900 SOUTH FIGUEROA ST APTS) has 271 APNs all under the same owner name, but for some reason, there are 46 separate petitions. Any chance you can create a new petition with all 271 APNs on one document so ownership only has to fill out one petition?

Thanks,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: 900 SOUTH FIGUEROA ST APTS  
**Date:** Monday, May 15, 2017 at 2:11:32 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer, Wallis Locke  
**Attachments:** APEX\_PETITIONS.pdf, image001.png

Meant to attach all the separate petitions.

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Monday, May 15, 2017 at 2:10 PM  
**To:** Tara Devine <tara@devinestrategies.com>  
**Cc:** Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>  
**Subject:** 900 SOUTH FIGUEROA ST APTS



Hi Tara,

APEX apartments (900 SOUTH FIGUEROA ST APTS) has 271 APNs all under the same owner name, but for some reason, there are 46 separate petitions. Any chance you can create a new petition with all 271 APNs on one document so ownership only has to fill out one petition?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** 900 SOUTH FIGUEROA ST APTS  
**Date:** Monday, May 15, 2017 at 2:10:43 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer, Wallis Locke  
**Attachments:** image001.png

Hi Tara,

APEX apartments (900 SOUTH FIGUEROA ST APTS) has 271 APNs all under the same owner name, but for some reason, there are 46 separate petitions. Any chance you can create a new petition with all 271 APNs on one document so ownership only has to fill out one petition?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Petition mailing labels

**Date:** Monday, May 15, 2017 at 12:42:40 PM Pacific Daylight Time

**From:** Katie Kiefer

**To:** Tara Devine, Ellen Riotto

**CC:** Robert Buente

Understood on duplicate labels.

When “care of” or “ATT” lists different names, how do you recommend we select the correct label to use for sending? IE: 1045 Olive LLC lists “c/o Crescent Heights” and “ATTN Michael Scheitelman”

The team is plugging away to get petitions mailed out today. THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine strategies.com>  
**Date:** Monday, May 15, 2017 at 7:47 AM  
**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Cc:** Robert Buente <bbuente@1010dev.org>  
**Subject:** Petition mailing labels

**The labels appear in the same order as the petitions do.  
If you did not already receive the petition file, please advise me ASAP.**

For the petitions, we were able to combine all common ownerships (note: we only combine where owner name is IDENTICAL.) For example, there are 2,044 parcels in the district; we ended up with 1,435 petitions. (NOTE: many owners own properties under multiple ownership names/name variants.)

We did not have quite enough time to remove duplicates from the mailing label sheet (there is a mailing label for all 2,044 APNs. Normally we do remove the duplicates, but it seemed more important to get the materials to you ASAP than to take longer to conserve 600 labels.

**Subject:** Re: Master petition file  
**Date:** Monday, May 15, 2017 at 7:58:19 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer, Robert Buente

Received! Thank you!

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

On May 15, 2017, at 7:04 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Attached. Kindly confirm receipt - it's a large file.

<GREATER SOUTH PARK - MASTER PETITION FILE.pdf>

**Subject:** Re: Petition packet preparation - Instructions, Part I  
**Date:** Friday, May 12, 2017 at 4:35:58 PM Pacific Daylight Time  
**From:** Katie Kiefer  
**To:** Ellen Riotto, Tara Devine  
**CC:** Robert Buente  
**Attachments:** South Park BID Renewal Packet.pdf

Tara per our meeting today, please see attached collated renewal packet minus the individual petition PDF. Should outreach occur via email, the attached is the electronic version of the mailed out documents.

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Thursday, May 11, 2017 at 4:15 PM  
**To:** Tara Devine <tara@devine-strategies.com>  
**Cc:** Robert Buente <bbuente@1010dev.org>, Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Petition packet preparation Instructions, Part I

Yes, we are on for tomorrow at 2pm. We'll have all our materials printed and assembled by then.

Thanks

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 11, 2017, at 4:06 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

You have 95% of the BID's total printing and preparation work under your control now.

We prioritized those documents because they take considerable time to print.  
I appreciate the priority you have given to completing this work.

I  
in light of our cumulative client responsibilities and deadlines, our best commitment we can  
make is to work

over the weekend in order to help you get accurate petitions/labels asap.

Once complete, printing the petition file and labels should only take the BID an  
hour or two. In the meantime, the BID can continue working on all other printing  
and assembly.

I haven't seen an appointment yet, but I assume we are still confirmed to meet  
tomorrow at 2 pm at your office?

Tara

On May 11, 2017 1:39 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

The BID team has cleared our plates today and tomorrow so we can work exclusively on preparing petitions docs and packets. Why will we need more than a day and a half to print petitions and labels? Clarification would be greatly appreciated.

Thanks in advance,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Thursday, May 11, 2017 at 1:13 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>

**Subject:** Re: Petition packet preparation Instructions, Part I

Thanks. Unfortunately, no. We will need the weekend to work on both the petitions and the mailing labels.

Keep in mind you are only printing one set of each of these outstanding docs (not thousands of copies like the other docs.) This is why we prioritized the other docs first.

On Thu, May 11, 2017 at 11:31 AM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara confirming your specified request of Avery 58163 for mailing labels. The order will be in tomorrow.

**Will you be able to provide the completed address templates by tomorrow's meeting?**

I'd like to get the labels in for printing by EOD tomorrow.

All other office supplies have been purchased and printing of the various docs is underway. Only items left to print are individual petitions and property owner labels.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, May 10, 2017 at 11:05 AM  
**To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Cc:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Petition packet preparation Instructions, Part I

Hi Tara,

Thanks for this information. We will purchase the materials you listed below today and will begin to print the following:

1. SPBID return address on the return labels
2. Who May Sign doc
3. MDP Summary\*
4. My cover letter
5. SBPID one pager

\* Can you please send to us today?

OPEN QUESTIONS:

1. We would like to understand the process for creating the petitions themselves. Can we get on a call before Friday to discuss?
2. Any chance you're available on Thursday instead of Friday? Every hour counts.

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, May 9, 2017 at 10:46 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>  
**Subject:** Petition packet preparation Instructions, Part I

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

#### Office supply list

1) **2500 sheets of yellow paper** (recommended for mailed petitions - it really helps the most important document stand out.) We will be furnishing the petition file in PDF format for printing on this paper. I specifically recommend **Neenah Astrobrights Solar Yellow, 24 lb. (500 sheets per ream)** readily available from Office Depot, Amazon and most other places.

2) **2500 sheets of any type of light colored paper**, whatever is easiest/cheapest. I usually use some sort of light pastel pink, green, blue, orange color. This will be used for the "Who May Sign page" that accompanies the petition. It should stand out in the packet, but less so than the yellow paper for the petition.

3) **2500 extra-large mailing labels** - some addresses or owner names are painfully long; using large labels eliminates most of the time you have to waste formatting them to fit the label. I **specifically recommend Avery 58163, which usually come in 250 per package**. This is a slightly more expensive mailing label but worth the expense. They are 2"x4" and also repositionable in case of errors that do tend to happen, such as slapping one on the wrong envelope (having to reprint individual labels is another big time-wasting activity.) **If you purchase a different label, you must tell me by Friday so we produce the labels in the correct template.**

4) **At least 4 boxes of 8" x 11" standard white copy paper** - we may not use all of this, but it won't go to waste - better to have too much than too little

5) **Lots of staples** for the copier/printer. **10,000** recommended - we may not use all of this, but it won't go to waste - better to have too much than too little

6) **Extra copier/printer toner**. Most documents will be B&W. Minor color. I cannot advise you on quantity, but I suggest loading up unless you can get it quickly on demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little

7) **2000 or more plain white or manila (you pick) envelopes size 9" x 12"**. These will hold the entire petition packet. Unless you have a business USPS account, you will pay for postage on these when you take the completed packets to the post office (based on weight.) We don't need 2500 because errors will be few due to using the repositionable labels I suggested above. Side note/recommendation: Once the packets are complete, you will want to send at least two people (and at least one with a strong back!) to USPS to deliver the completed packets to USPS (due to the sheer volume/weight of packets for this BID.)



8) **2500 or more plain white or manila envelopes 4 1/8 x 9 1/2 (#10.)** These are the return envelopes for people to return the petitions.

9) **2000 regular stamps** - ideally something fairly generic/non-religious/non-ethnic/non-cutesy like the American Flag or similar (we want to aim for something professional and inoffensive.) These will go on the return envelopes that we enclose in each packet. We want to make it easy for people to return the petition. Not providing a stamp is an impediment. The return envelope will only contain the signed petition; a regular stamp is sufficient postage. Caveat: If you have set up or wish to set up a business postal account, you would pay for the account, but then only pay for actual returned business mail. Unless you do large mailings often, a business postal account may not make sense for you - it may be easier just to eat the cost of the stamps (yes, some will be wasted), but it's your call.

Two documents to prep that you can begin immediately once supplied:

1. **Take #8 above and print the following address on 2000 of them** (reserve the other 500 to cover errors/reprints):

South Park/South Park II BID Renewal Steering Committee  
1100 S. Flower St., Suite 3400  
Los Angeles, CA 90015

These are the envelopes in which the petitions will be returned.  
I recommend you wait to affix the stamps until we can finish the petition file/mailing labels and know exactly how many initial pieces will be mailed.  
(We may end up with fewer than 2,000 mailed pieces to start, and you can save and use the rest as you go for re-mailings.)

2. **Take #2 above and print 2000 copies of the attached "Who May Sign" document.**

I will send another email tomorrow with additional documents to print, along with instructions as needed. (e.g. I must review the docs you sent today, and prep our MDP summary, etc.)

**If you have questions on the above, it will  
really  
help me if you can compile them and send them  
to me  
in one shot.**

**That way my  
reply is equally thorough and  
neither of us have an unholy slew of emails to sift through for the information  
we seek.**

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Petition packet preparation - Instructions, Part I  
**Date:** Thursday, May 11, 2017 at 4:15:08 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente, Katie Kiefer

Yes, we are on for tomorrow at 2pm. We'll have all our materials printed and assembled by then.

Thanks

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 11, 2017, at 4:06 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

You have 95% of the BID's total printing and preparation work under your control now. We prioritized those documents because they take considerable time to print. I appreciate the priority you have given to completing this work.

In light of our cumulative client responsibilities and deadlines, our best commitment we can make is to work over the weekend in order to help you get accurate petitions/labels asap.

Once complete, printing the petition file and labels should only take the BID an hour or two. In the meantime, the BID can continue working on all other printing and assembly.

I haven't seen an appointment yet, but I assume we are still confirmed to meet tomorrow at 2 pm at your office?

Tara

On May 11, 2017 1:39 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

The BID team has cleared our plates today and tomorrow so we can work exclusively on preparing petitions docs and packets. Why will we need more than a day and a half to print petitions and labels? Clarification would be greatly appreciated.

Thanks in advance,

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, May 11, 2017 at 1:13 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>  
**Subject:** Re: Petition packet preparation - Instructions, Part I

Thanks. Unfortunately, no. We will need the weekend to work on both the petitions and the mailing labels.

Keep in mind you are only printing one set of each of these outstanding docs (not thousands of copies like the other docs.) This is why we prioritized the other docs first.

On Thu, May 11, 2017 at 11:31 AM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara confirming your specified request of Avery 58163 for mailing labels. The order will be in tomorrow.

**Will you be able to provide the completed address templates by tomorrow's meeting?** I'd like to get the labels in for printing by EOD tomorrow.

All other office supplies have been purchased and printing of the various docs is underway. Only items left to print are individual petitions and property owner labels.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Wednesday, May 10, 2017 at 11:05 AM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: Petition packet preparation - Instructions, Part I

Hi Tara,

Thanks for this information. We will purchase the materials you listed below today and will begin to print the following:

1. SPBID return address on the return labels

2. Who May Sign doc
3. MDP Summary\*
4. My cover letter
5. SBPID one pager

\* Can you please send to us today?

OPEN QUESTIONS:

1. We would like to understand the process for creating the petitions themselves. Can we get on a call before Friday to discuss?
2. Any chance you're available on Thursday instead of Friday? Every hour counts.

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, May 9, 2017 at 10:46 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>  
**Subject:** Petition packet preparation - Instructions, Part I

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

Office supply list

1) **2500 sheets of yellow paper** (recommended for mailed petitions - it really helps the most important document stand out.) We will be furnishing the petition file in PDF format for printing on this paper. I specifically recommend **Neenah Astrobrights Solar Yellow, 24 lb. (500 sheets per ream)** readily available from Office Depot, Amazon and most other places.

2) **2500 sheets of any type of light colored paper**, whatever is easiest/cheapest. I usually use some sort of light pastel pink, green, blue, orange color. This will be used for the "Who May Sign page" that accompanies the petition. It should stand out in the packet, but less so than the yellow paper for the petition.

3) **2500 extra-large mailing labels** - some addresses or owner names are painfully long; using large labels eliminates most of the time you have to waste formatting them to fit the label. **I specifically recommend Avery 58163, which usually come in 250 per package.** This is a slightly more expensive mailing label but worth the expense. They are 2"x4" and also repositionable in case of errors that do tend to happen, such as slapping one on the wrong envelope (having to reprint individual labels is another big time-wasting activity.) **If you purchase a different label, you must tell me by Friday so we produce the labels in the correct template.**

4) **At least 4 boxes of 8" x 11" standard white copy paper** - we may not use all of this, but it won't go to waste - better to have too much than too little

5) **Lots of staples** for the copier/printer. **10,000** recommended - we may not use all of this, but it won't go to waste - better to have too much than too little

6) **Extra copier/printer toner.** Most documents will be B&W. Minor color. I cannot advise you on quantity, but I suggest loading up unless you can get it quickly on demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little

7) **2000 or more plain white or manila (you pick) envelopes size 9" x 12".** These will hold the entire petition packet. Unless you have a business USPS account, you will pay for postage on these when you take the completed packets to the post office (based on weight.) We don't need 2500 because errors will be few due to using the repositionable labels I suggested above. Side note/recommendation: Once the packets are complete, you will want to send at least two people (and at least one with a strong back!) to USPS to deliver the completed packets to USPS (due to the sheer volume/weight of packets for this BID.)

8) **2500 or more plain white or manila envelopes 4 1/8 x 9 1/2 (#10.)** These are the return envelopes for people to return the petitions.

9) **2000 regular stamps** - ideally something fairly generic/non-religious/non-ethic/non-cutesy like the American Flag or similar (we want to aim for something professional and inoffensive.) These will go on the return envelopes that we enclose in each packet. We want to make it easy for people to return the petition. Not providing a stamp is an impediment. The return envelope will only contain the signed petition; a regular stamp is sufficient postage. Caveat: If you have set up or wish to set up a business postal account, you would pay for the account, but then only pay for actual returned business mail. Unless you do large mailings often, a business postal account may not make sense for you - it may be easier just to eat the cost of the stamps (yes, some will be wasted), but it's your call.

Two documents to prep that you can begin immediately once supplied:

1. **Take #8 above and print the following address on 2000 of them** (reserve the other 500 to cover errors/reprints):

South Park/South Park II BID Renewal Steering Committee  
1100 S. Flower St., Suite 3400  
Los Angeles, CA 90015

These are the envelopes in which the petitions will be returned.

I recommend you wait to affix the stamps until we can finish the petition file/ mailing labels and know exactly how many initial pieces will be mailed.  
(We may end up with fewer than 2,000 mailed pieces to start, and you can save and use the rest as you go for re-mailings.)

**2. Take #2 above and print 2000 copies of the attached "Who May Sign" document.**

I will send another email tomorrow with additional documents to print, along with instructions as needed. (e.g. I must review the docs you sent today, and prep our MDP summary, etc.)

**If you have questions on the above, it will  
really  
help me if you can compile them and send them  
to me  
in one shot.**

**That way my  
reply is equally thorough and  
neither of us have an unholy slew of emails to sift through for the information  
we seek.**

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293  
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Petition packet preparation - Instructions, Part I  
**Date:** Thursday, May 11, 2017 at 1:39:48 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine, Katie Kiefer  
**CC:** Robert Buente

Hi Tara,

The BID team has cleared our plates today and tomorrow so we can work exclusively on preparing petitions docs and packets. Why will we need more than a day and a half to print petitions and labels? Clarification would be greatly appreciated.

Thanks in advance,

Ellen



**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Thursday, May 11, 2017 at 1:13 PM  
**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>, Robert Buente <bbuente@1010dev.org>  
**Subject:** Re: Petition packet preparation Instructions, Part I

Thanks. Unfortunately, no. We will need the weekend to work on both the petitions and the mailing labels. Keep in mind you are only printing one set of each of these outstanding docs (not thousands of copies like the other docs.) This is why we prioritized the other docs first.

On Thu, May 11, 2017 at 11:31 AM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara confirming your specified request of Avery 58163 for mailing labels. The order will be in tomorrow.

**Will you be able to provide the completed address templates by tomorrow's meeting?** I'd like to get the labels in for printing by EOD tomorrow.

All other office supplies have been purchased and printing of the various docs is underway. Only items left to print are individual petitions and property owner labels.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, May 10, 2017 at 11:05 AM  
**To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Cc:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Petition packet preparation Instructions, Part I

Hi Tara,

Thanks for this information. We will purchase the materials you listed below today and will begin to print the following:

1. SPBID return address on the return labels
2. Who May Sign doc
3. MDP Summary\*
4. My cover letter

5. SBPID one pager

\* Can you please send to us today?

OPEN QUESTIONS:

1. We would like to understand the process for creating the petitions themselves. Can we get on a call before Friday to discuss?
2. Any chance you're available on Thursday instead of Friday? Every hour counts.

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, May 9, 2017 at 10:46 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>

**Subject:** Petition packet preparation Instructions, Part I

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

Office supply list

1) **2500 sheets of yellow paper** (recommended for mailed petitions - it really helps the most important document stand out.) We will be furnishing the petition file in PDF format for printing on this paper. I specifically recommend **Neenah Astrobrights Solar Yellow, 24 lb. (500 sheets per ream)** readily available from Office Depot, Amazon and most other places.

2) **2500 sheets of any type of light colored paper**, whatever is easiest/cheapest. I usually use some sort of light pastel pink, green, blue, orange color. This will be used for the "Who May Sign page" that accompanies the petition. It should stand out in the packet, but less so than the yellow paper for the petition.

3) **2500 extra-large mailing labels** - some addresses or owner names are painfully long; using large labels eliminates most of the time you have to waste formatting them to fit the label. **I specifically recommend Avery**

**58163, which usually come in 250 per package.** This is a slightly more expensive mailing label but worth the expense. They are 2"x4" and also repositionable in case of errors that do tend to happen, such as slapping one on the wrong envelope (having to reprint individual labels is another big time-wasting activity.) **If you purchase a different label, you must tell me by Friday so we produce the labels in the correct template.**

4) **At least 4 boxes of 8" x 11" standard white copy paper** - we may not use all of this, but it won't go to waste - better to have too much than too little

5) **Lots of staples** for the copier/printer. **10,000** recommended - we may not use all of this, but it won't go to waste - better to have too much than too little

6) **Extra copier/printer toner.** Most documents will be B&W. Minor color. I cannot advise you on quantity, but I suggest loading up unless you can get it quickly on demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little

7) **2000 or more plain white or manila (you pick) envelopes size 9" x 12".** These will hold the entire petition packet. Unless you have a business USPS account, you will pay for postage on these when you take the completed packets to the post office (based on weight.) We don't need 2500 because errors will be few due to using the repositionable labels I suggested above. Side note/recommendation: Once the packets are complete, you will want to send at least two people (and at least one with a strong back!) to USPS to deliver the completed packets to USPS (due to the sheer volume/weight of packets for this BID.)

8) **2500 or more plain white or manila envelopes 4 1/8 x 9 1/2 (#10.)** These are the return envelopes for people to return the petitions.

9) **2000 regular stamps** - ideally something fairly generic/non-religious/non-ethnic/non-cutesy like the American Flag or similar (we want to aim for something professional and inoffensive.) These will go on the return envelopes that we enclose in each packet. We want to make it easy for people to return the petition. Not providing a stamp is an impediment. The return envelope will only contain the signed petition; a regular stamp is sufficient postage. Caveat: If you have set up or wish to set up a business postal account, you would pay for the account, but then only pay for actual returned business mail. Unless you do large mailings often, a business postal account may not make sense for you - it may be easier just to eat the cost of the stamps (yes, some will be wasted), but it's your call.

Two documents to prep that you can begin immediately once supplied:

1. **Take #8 above and print the following address on 2000 of them** (reserve the other 500 to cover errors/reprints):

South Park/South Park II BID Renewal Steering Committee  
1100 S. Flower St., Suite 3400  
Los Angeles, CA 90015

These are the envelopes in which the petitions will be returned.

I recommend you wait to affix the stamps until we can finish the petition file/mailing labels and know exactly how many initial pieces will be mailed.

(We may end up with fewer than 2,000 mailed pieces to start, and you can save and use the rest as you go for re-mailings.)

2. **Take #2 above and print 2000 copies of the attached "Who May Sign" document.**

I will send another email tomorrow with additional documents to print, along with instructions as needed. (e.g. I must review the docs you sent today, and prep our MDP summary, etc.)

**If you have questions on the above, it will really help me if you can compile them and send them to me in one shot.**

**That way my reply is equally thorough and neither of us have an unholy slew of emails to sift through for the information we seek.**

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Petition packet preparation - Instructions, Part I  
**Date:** Thursday, May 11, 2017 at 11:31:05 AM Pacific Daylight Time  
**From:** Katie Kiefer  
**To:** Ellen Riotto, Tara Devine  
**CC:** Robert Buente

Tara confirming your specified request of Avery 58163 for mailing labels. The order will be in tomorrow.

**Will you be able to provide the completed address templates by tomorrow's meeting?** I'd like to get the labels in for printing by EOD tomorrow.

All other office supplies have been purchased and printing of the various docs is underway. Only items left to print are individual petitions and property owner labels.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Wednesday, May 10, 2017 at 11:05 AM  
**To:** Tara Devine <tara@devine\_strategies.com>  
**Cc:** Robert Buente <bbuente@1010dev.org>, Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Petition packet preparation Instructions, Part I

Hi Tara,

Thanks for this information. We will purchase the materials you listed below today and will begin to print the following:

1. SPBID return address on the return labels
2. Who May Sign doc
3. MDP Summary\*
4. My cover letter
5. SBPID one pager

\* Can you please send to us today?

OPEN QUESTIONS:

1. We would like to understand the process for creating the petitions themselves. Can we get on a call before Friday to discuss?
2. Any chance you're available on Thursday instead of Friday? Every hour counts.

Thanks,

Ellen

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Tuesday, May 9, 2017 at 10:46 PM  
**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Cc:** Robert Buente <bbuente@1010dev.org>  
**Subject:** Petition packet preparation Instructions, Part I

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

Office supply list

1) **2500 sheets of yellow paper** (recommended for mailed petitions - it really helps the most important document stand out.) We will be furnishing the petition file in PDF format for printing on this paper. I specifically recommend **Neenah Astrobrights Solar Yellow, 24 lb. (500 sheets per ream)** readily available from Office Depot, Amazon and most other places.

2) **2500 sheets of any type of light colored paper**, whatever is easiest/cheapest. I usually use some sort of light pastel pink, green, blue, orange color. This will be used for the "Who May Sign page" that accompanies the petition. It should stand out in the packet, but less so than the yellow paper for the petition.

3) **2500 extra-large mailing labels** - some addresses or owner names are painfully long; using large labels eliminates most of the time you have to waste formatting them to fit the label. **I specifically recommend Avery 58163, which usually come in 250 per package.** This is a slightly more expensive mailing label but worth the expense. They are 2"x4" and also repositionable in case of errors that do tend to happen, such as slapping one on the wrong envelope (having to reprint individual labels is another big time-wasting activity.) **If you purchase a different label, you must tell me by Friday so we produce the labels in the correct template.**

4) **At least 4 boxes of 8" x 11" standard white copy paper** - we may not use all of this, but it won't go to waste - better to have too much than too little

5) **Lots of staples** for the copier/printer. **10,000** recommended - we may not use all of this, but it won't go to waste - better to have too much than too little

6) **Extra copier/printer toner.** Most documents will be B&W. Minor color. I cannot advise you on quantity, but I suggest loading up unless you can get it quickly on demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little

7) **2000 or more plain white or manila (you pick) envelopes size 9" x 12".** These will hold the entire petition packet. Unless you have a business USPS account, you will pay for postage on these when you take the completed packets to the post office (based on weight.) We don't need 2500 because errors will be few due to using the repositionable labels I suggested above. Side note/recommendation: Once the packets are complete, you will want to send at least two people (and at least one with a strong back!) to USPS to deliver the completed packets to USPS (due to the sheer volume/weight of packets for this BID.)

8) **2500 or more plain white or manila envelopes 4 1/8 x 9 1/2 (#10.)** These are the return envelopes for people to return the petitions.

9) **2000 regular stamps** - ideally something fairly generic/non-religious/non-ethic/non-cutesy like the American Flag or similar (we want to aim for something professional and inoffensive.) These will go on the return envelopes that we enclose in each packet. We want to make it easy for people to return the petition. Not providing a stamp is an impediment. The return envelope will only contain the signed petition; a regular stamp is sufficient postage. Caveat: If you have set up or wish to set up a business postal account, you would pay for the account, but then only pay for actual returned business mail. Unless you do large mailings often, a business postal account may not make sense for you - it may be easier just to eat the cost of the stamps (yes, some will be wasted), but it's your call.

Two documents to prep that you can begin immediately once supplied:

1. **Take #8 above and print the following address on 2000 of them** (reserve the other 500 to cover errors/reprints):

South Park/South Park II BID Renewal Steering Committee  
1100 S. Flower St., Suite 3400  
Los Angeles, CA 90015

These are the envelopes in which the petitions will be returned.

I recommend you wait to affix the stamps until we can finish the petition file/ mailing labels and know exactly how many initial pieces will be mailed.

(We may end up with fewer than 2,000 mailed pieces to start, and you can save and use the rest as you go for re-mailings.)

**2. Take #2 above and print 2000 copies of the attached "Who May Sign" document.**

I will send another email tomorrow with additional documents to print, along with instructions as needed. (e.g. I must review the docs you sent today, and prep our MDP summary, etc.)

**If you have questions on the above, it will  
really  
help me if you can compile them and send them  
to me  
in one shot.**

**That way my  
reply is equally thorough and  
neither of us have an unholy slew of emails to sift through for the information  
we seek.**

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
[310 430 5121](tel:3104305121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*



**Subject:** Re: Petition packet preparation - Instructions, Part I  
**Date:** Wednesday, May 10, 2017 at 11:05:10 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente, Katie Kiefer

Hi Tara,

Thanks for this information. We will purchase the materials you listed below today and will begin to print the following:

1. SPBID return address on the return labels
2. Who May Sign doc
3. MDP Summary\*
4. My cover letter
5. SBPID one pager

\* Can you please send to us today?

OPEN QUESTIONS:

1. We would like to understand the process for creating the petitions themselves. Can we get on a call before Friday to discuss?
2. Any chance you're available on Thursday instead of Friday? Every hour counts.

Thanks,

Ellen

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Tuesday, May 9, 2017 at 10:46 PM  
**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Cc:** Robert Buente <bbuente@1010dev.org>  
**Subject:** Petition packet preparation Instructions, Part I

Several months ago, I furnished you with an example petition packet (I believe it was the one used for SPII.) I recommend you view/print a copy of it as you go through this email. It will help you to understand how the supplies correspond to the documents. You do not have to use the supplies I suggest, but I suggest them based on our experience preparing or overseeing many such petition packages. They work well/things will go smoothly/minimize issues and delays for you. If you vary from these, tell me what you substituted so I can try to foresee any issues we might have and avoid delays. Quantities stated should be sufficient with some extras for a reasonable amount of reprints. Quantities are intentionally higher on a few items (2500 vs 2000) as these are the items that are most likely to incur printing errors, printer jams, etc.

Office supply list

- 1) **2500 sheets of yellow paper** (recommended for mailed petitions - it really helps the most important document stand out.) We will be furnishing the petition file in PDF format for printing on this paper. I specifically recommend **Neenah Astrobrights Solar Yellow, 24 lb. (500 sheets per ream)** readily available from Office Depot, Amazon and most other places.
- 2) **2500 sheets of any type of light colored paper**, whatever is easiest/cheapest. I usually use some sort of light pastel pink, green, blue, orange color. This will be used for the "Who May Sign page" that accompanies the petition. It should stand out in the packet, but less so than the yellow paper for the petition.
- 3) **2500 extra-large mailing labels** - some addresses or owner names are painfully long; using large labels eliminates most of the time you have to waste formatting them to fit the label. **I specifically recommend Avery 58163, which usually come in 250 per package.** This is a slightly more expensive mailing label but worth the expense. They are 2"x4" and also repositionable in case of errors that do tend to happen, such as slapping one on the wrong envelope (having to reprint individual labels is another big time-wasting activity.) **If you purchase a different label, you must tell me by Friday so we produce the labels in the correct template.**
- 4) **At least 4 boxes of 8" x 11" standard white copy paper** - we may not use all of this, but it won't go to waste - better to have too much than too little
- 5) **Lots of staples** for the copier/printer. **10,000** recommended - we may not use all of this, but it won't go to waste - better to have too much than too little
- 6) **Extra copier/printer toner.** Most documents will be B&W. Minor color. I cannot advise you on quantity, but I suggest loading up unless you can get it quickly on demand (same day/next day.) - we may not use all of this, but it won't go to waste - better to have too much than too little
- 7) **2000 or more plain white or manila (you pick) envelopes size 9" x 12".** These will hold the entire petition packet. Unless you have a business USPS account, you will pay for postage on these when you take the completed packets to the post office (based on weight.) We don't need 2500 because errors will be few due to using the repositionable labels I suggested above. Side note/recommendation: Once the packets are complete, you will want to send at least two people (and at least one with a strong back!) to USPS to deliver the completed packets to USPS (due to the sheer volume/weight of packets for this BID.)

8) **2500 or more plain white or manila envelopes 4 1/8 x 9 1/2 (#10.)** These are the return envelopes for people to return the petitions.

9) **2000 regular stamps** - ideally something fairly generic/non-religious/non-ethic/non-cutesy like the American Flag or similar (we want to aim for something professional and inoffensive.) These will go on the return envelopes that we enclose in each packet. We want to make it easy for people to return the petition. Not providing a stamp is an impediment. The return envelope will only contain the signed petition; a regular stamp is sufficient postage. Caveat: If you have set up or wish to set up a business postal account, you would pay for the account, but then only pay for actual returned business mail. Unless you do large mailings often, a business postal account may not make sense for you - it may be easier just to eat the cost of the stamps (yes, some will be wasted), but it's your call.

Two documents to prep that you can begin immediately once supplied:

1. **Take #8 above and print the following address on 2000 of them** (reserve the other 500 to cover errors/reprints):

South Park/South Park II BID Renewal Steering Committee  
1100 S. Flower St., Suite 3400  
Los Angeles, CA 90015

These are the envelopes in which the petitions will be returned.

I recommend you wait to affix the stamps until we can finish the petition file/ mailing labels and know exactly how many initial pieces will be mailed.

(We may end up with fewer than 2,000 mailed pieces to start, and you can save and use the rest as you go for re-mailings.)

2. **Take #2 above and print 2000 copies of the attached "Who May Sign" document.**

I will send another email tomorrow with additional documents to print, along with instructions as needed. (e.g. I must review the docs you sent today, and prep our MDP summary, etc.)

**If you have questions on the above, it will  
really  
help me if you can compile them and send them  
to me  
in one shot.**

**That way my  
reply is equally thorough and  
neither of us have an unholy slew of emails to sift through for the information  
we seek.**

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Contact info  
**Date:** Friday, May 12, 2017 at 3:22:40 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** 170510\_South Park BID petition stage dbase.xlsx, image001.png

Would be great to begin the research on the properties after the green highlights. On the GROUPED tab, collapsed, 606-737.

Thanks.

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147

[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)

24/7 DISPATCH: 866-560-9346

**Subject:** Petition Mtg w Tara

**Date:** Thursday, May 11, 2017 at 4:16:09 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Wallis Locke, Katie Kiefer, tara@devine-strategies.com

**Subject:** FYI: The last day to process invoices is June 15, 2017.

**Date:** Thursday, May 11, 2017 at 2:01:16 PM Pacific Daylight Time

**From:** Rick Scott

**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtonchamber, Wilshire Center

The City of Los Angeles's Fiscal Year ends on June 30th and begins on July 1st.

The last day to process invoices this year is June 15, 2017. Invoices received after that date will not be processed until July.

Thank you.

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: Petition packet preparation - Instructions, Part II  
**Date:** Wednesday, May 10, 2017 at 4:23:06 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine, Katie Kiefer  
**CC:** Robert Buente

Thank you. We have prepared our FAQs and will also include.

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Wednesday, May 10, 2017 at 4:08 PM  
**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>  
**Cc:** Robert Buente <bbuente@1010dev.org>  
**Subject:** Petition packet preparation Instructions, Part II

Attached please find the MDP Summary. This document should keep your printer busy for awhile :)

**Please print a test copy** and ensure it prints correctly for you. It prints correctly on my printer. Primarily check p. 9 as the map runs very close to the margins.

Most BIDs print this in B&W but it is up to you (the map prints better in color; there is very little other color in the rest of the document.) I strongly recommend printing this (and all other docs except the petitions) double-sided as it will probably save you at least \$0.20 per piece (my very rough estimate) in mailing costs (15 pages vs. 29 for this doc, which is the largest.)

**You listed the BID FAQ as an enclosure in your cover letter. I furnished an example of one earlier this year. Have you produced your own version, or shall I update the South Park II one I gave you? I can furnish that tomorrow if desired. (I am leaving the office shortly for a series of meetings.)**

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: SP & SPII docs - Invitation to collaborate

**Date:** Wednesday, May 10, 2017 at 2:07:46 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer, Robert Buente

Thank you.

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Wednesday, May 10, 2017 at 1:09 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Cc:** Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>

**Subject:** Re: SP & SPII docs Invitation to collaborate



Thanks for sending. I have only minor edits I suggest.

The letter is attached with changes in redline. FYI, I think a two-week deadline sounds more reasonable than a one-week deadline. Based on experience, some people will complain, "I just got this, how can it be due in less than a week?"

Promo piece is fantastic; I love the tangible/visual comparisons. Only two comments:

- "Space Shuttles" doesn't need to be capitalized
- The third column uses the present tense while the others use the past; I'm not sure if you prefer consistency or did it intentionally and like it the way it is (really just a style choice)

On Tue, May 9, 2017 at 2:33 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Please see attached for cover letter and 1-pager.

Right now my number 1 priority is a quick turnaround. I'd appreciate jumping on a call to discuss how to print petitions. Please let me know when you have time today for that call.

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, May 9, 2017 at 2:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SP & SPII docs Invitation to collaborate

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the

"

BID renewal epacket,

"

and

you/

we end up emailing it a lot to owners who can't locate their mailed packet

or prefer handling docs digitally

. It is accompanied by the owner's petition (

you/

we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. We

are

suggest

ed

a

cover letter and 1-page

double-sided  
achievements/promo  
piece  
(this one piece printed in color if feasible) but  
it is up to you.

Kindly forward drafts for our review (asap) or finals (no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.) We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you!

---

**From:** "Tara Devine (via Google Drive)" <[drive\\_shares\\_noreply@google.com](mailto:drive_shares_noreply@google.com)>  
**Reply-To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, February 21, 2017 at 7:30 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** "southparkbid@gmail.com" <[southparkbid@gmail.com](mailto:southparkbid@gmail.com)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

1) I noticed that [southparkbid@gmail.com](mailto:southparkbid@gmail.com) had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google™

**Subject:** Re: SP & SPII docs - Invitation to collaborate  
**Date:** Tuesday, May 9, 2017 at 5:01:07 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer, Robert Buente

Let's hold Friday at 2pm, but if Thursday is possible, that's my preference.

Looking forward to your email containing instructions on how to prepare.

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, May 9, 2017 at 4:53 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

Ellen:

The master petition file merge and review requires a substantial block of our time. It is very important that we render them accurately. We also prep the mailing labels and must review them for accuracy, too. We do not delegate this task as we are responsible for its accuracy. We will give you the information/opportunity to proceed with all other aspects of petition packet production over the next two days.

Friday afternoon is now the first opening I have to provide the training on assembling the packets. **Please advise me if you would like me to hold the date.** I am open 2 pm and after (into the early evening is fine as well.) I have a tentative meeting set for Thursday afternoon, but if it does not materialize, I will advise. I have a board meeting and related tasks to prepare for another client for Friday morning, so I cannot commit to preparing your petition file this week. First, I must prioritize the review of your docs you sent today -- and getting you a couple of ours that you need to begin printing now (large print jobs.) I believe you will find that there is ample other work to be done between now and Monday to prepare the packets. We outlined this in our 3-hour meeting several months ago, but I will also send some specific instructions/guidelines later today via email on what you can do to prepare. This will include the office supplies you should obtain for the mailing.

**The master petition file will be less than 2000 pages, and you will need only one copy of the doc for the mailing. There will be a companion file of mailing labels.** Compared to the other print jobs you'll be running, it is not substantial. I would focus on preparing all other aspects of preparing the petition packets and attempting to complete those so the petitions can be inserted as soon as we complete them. As mentioned above, I will forward a more detailed explanation of the prep you should undertake over the next two days until we meet. I prefer to furnish this information in writing.

Bob:

I'll leave you cc'd on these emails, but if at some point it becomes TMI, just let me know!

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Tue, May 9, 2017 at 2:54 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

We're prepared to drop everything and make the petition preparation our sole priority. By this I mean we can take on the printing of petitions if you could guide us through the process. Where does the master petition file come from? What does it entail to prepare that? Is this something that my team can handle? What do you use to merge?

I'd love to jump on a quick call so I know what the next steps look like and can offer the BID's resources.

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, May 9, 2017 at 2:47 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>, Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>

**Subject:** Re: SP & SPII docs - Invitation to collaborate

As I believe I discussed during our very first briefing on renewal, I come to the BID office and meet with any and all staff (including any interns) who will be involved in petition packet (print or e-copy) and explain everything at once. I have learned that packet assembly is best gone over in person (not by phone) as it is fundamentally a visual task. It is also best if everyone is on the same page and can benefit from the answers I give to all questions asked.

We should have all documents finalized before this meeting occurs. I have already contacted the City to verify that the two that come from them have not changed, and am awaiting their reply. Let's set a tentative meeting for Thursday or Friday afternoon. I believe all documents should be final by then, excepting the master petition file, which we will likely need the weekend to prepare. We have 2000+ petitions, and the merge is not fully automated due to the format the City uses and the nature of ownerships.

On Tue, May 9, 2017 at 2:33 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Please see attached for cover letter and 1-pager.

Right now my number 1 priority is a quick turnaround. I'd appreciate jumping on a call to discuss how to print petitions. Please let me know when you have time today for that call.

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, May 9, 2017 at 2:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SP & SPII docs Invitation to collaborate

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the

"

BID renewal epacket,

"

and

you/

we end up emailing it a lot to owners who can't locate their mailed packet

or prefer handling docs digitally

. It is accompanied by the owner's petition (

you/

we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. W

e

suggest

ed

a

cover letter and 1-page

double-sided

achievements/promo

piece

(this one piece printed in color if feasible) bu

t

it is up to you.

Kindly forward drafts for our review (asap) or finals (

no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise

me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you!

---

**From:** "Tara Devine (via Google Drive)" <[drive\\_shares\\_noreply@google.com](mailto:drive_shares_noreply@google.com)>  
**Reply-To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, February 21, 2017 at 7:30 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** "[southparkbid@gmail.com](mailto:southparkbid@gmail.com)" <[southparkbid@gmail.com](mailto:southparkbid@gmail.com)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

- 1) I noticed that [southparkbid@gmail.com](mailto:southparkbid@gmail.com) had only viewing access. I have added editing/organizing access.
- 2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google™

**Subject:** Re: SP & SPII docs - Invitation to collaborate

**Date:** Tuesday, May 9, 2017 at 2:58:48 PM Pacific Daylight Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto

Familiar with extracting but will want to do an overview during our meeting.

Can we hop on a call? I'd like to know how the petitions are prepped for individual printing and if we can simply save the PDFs during that process to have on-hand for electronic purposes. Want to avoid duplicating efforts where we can.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Tuesday, May 9, 2017 at 2:52 PM  
**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

Thanks.

Assume you are familiar with how to extract pages from a large PDF? If not, or if other staff may be helping you, I can include that at the training - it's quite easy. The harder part is making sure you pull all of the owner's petitions correctly. For that reason, you may want to limit the petition culling to a smaller # of staff.

We provide you a master PDF with all petitions, but when emailing individual owners, we recommend strongly that you just extract their petition page(s) and send those, along with the e-packet of supporting materials if desired.

On Tue, May 9, 2017 at 2:42 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Yes, we have the needed adobe software to edit docs if/when we need to do stuff in-house.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)



**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Tuesday, May 9, 2017 at 2:33 PM  
**To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SP & SPII docs - Invitation to collaborate

Thanks

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, May 9, 2017 at 2:31 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

I am also confirming with Rick that the petition template and the "Who Can Sign" document have not changed format/content recently and will confirm when I hear back.

On Tue, May 9, 2017 at 2:23 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the

"

BID renewal epacket,

"

and

you/

we end up emailing it a lot to owners who can't locate their mailed packet  
or prefer handling docs digitally

. It is accompanied by the owner's petition (

you/

we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. W

e

suggest

ed

a

cover letter and 1-page

double-sided

achievements/promo

piece

(this one piece printed in color if feasible) bu

t

it is up to you.

Kindly forward drafts for our review (asap) or finals (no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you!

---

**From:** "Tara Devine (via Google Drive)" <[drive\\_shares\\_noreply@google.com](mailto:drive_shares_noreply@google.com)>

**Reply-To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, February 21, 2017 at 7:30 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** "southparkbid@gmail.com" <[southparkbid@gmail.com](mailto:southparkbid@gmail.com)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

1) I noticed that [southparkbid@gmail.com](mailto:southparkbid@gmail.com) had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA



**Subject:** Re: SP & SPII docs - Invitation to collaborate  
**Date:** Tuesday, May 9, 2017 at 2:54:02 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer, Robert Buente

We're prepared to drop everything and make the petition preparation our sole priority. By this I mean we can take on the printing of petitions if you could guide us through the process. Where does the master petition file come from? What does it entail to prepare that? Is this something that my team can handle? What do you use to merge?

I'd love to jump on a quick call so I know what the next steps look like and can offer the BID's resources.

Thanks,

Ellen

---

**From:** Tara Devine <tara@devine strategies.com>  
**Date:** Tuesday, May 9, 2017 at 2:47 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

As I believe I discussed during our very first briefing on renewal, I come to the BID office and meet with any and all staff (including any interns) who will be involved in petition packet (print or e-copy) and explain everything at once. I have learned that packet assembly is best gone over in person (not by phone) as it is fundamentally a visual task. It is also best if everyone is on the same page and can benefit from the answers I give to all questions asked.

We should have all documents finalized before this meeting occurs. I have already contacted the City to verify that the two that come from them have not changed, and am awaiting their reply. Let's set a tentative meeting for Thursday or Friday afternoon. I believe all documents should be final by then, excepting the master petition file, which we will likely need the weekend to prepare. We have 2000+ petitions, and the merge is not fully automated due to the format the City uses and the nature of ownerships.

On Tue, May 9, 2017 at 2:33 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Please see attached for cover letter and 1-pager.

Right now my number 1 priority is a quick turnaround. I'd appreciate jumping on a call to discuss how to print petitions. Please let me know when you have time today for that call.

Thanks,

Ellen

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, May 9, 2017 at 2:23 PM  
**To:** Ellen Riotto <[ellen@southpark\\_la](mailto:ellen@southpark_la)>  
**Cc:** Katie Kiefer <[katie@southpark\\_la](mailto:katie@southpark_la)>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the  
"

BID renewal epacket,  
"

and  
you/  
we end up emailing it a lot to owners who can't locate their mailed packet  
or prefer handling docs digitally  
. It is accompanied by the owner's petition (  
you/  
we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced  
. W  
e  
suggest  
ed  
a  
cover letter and 1-page  
double-sided  
achievements/promo  
piece  
(this one piece printed in color if feasible) bu  
t  
it is up to you.

Kindly forward drafts for our review (asap) or finals (  
no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise  
me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)  
We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <[ellen@southpark\\_la](mailto:ellen@southpark_la)> wrote:

Thank you!

---

**From:** "Tara Devine (via Google Drive)" <[drive\\_shares\\_noreply@google.com](mailto:drive_shares_noreply@google.com)>

**Reply-To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, February 21, 2017 at 7:30 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** "[southparkbid@gmail.com](mailto:southparkbid@gmail.com)" <[southparkbid@gmail.com](mailto:southparkbid@gmail.com)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

1) I noticed that [southparkbid@gmail.com](mailto:southparkbid@gmail.com) had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google™

**Subject:** Re: SP & SPII docs - Invitation to collaborate  
**Date:** Tuesday, May 9, 2017 at 2:42:27 PM Pacific Daylight Time  
**From:** Katie Kiefer  
**To:** Ellen Riotto, Tara Devine

Yes, we have the needed adobe software to edit docs if/when we need to do stuff in-house.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Tuesday, May 9, 2017 at 2:33 PM  
**To:** Tara Devine <tara@devine-strategies.com>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

Thanks

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, May 9, 2017 at 2:31 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

I am also confirming with Rick that the petition template and the "Who Can Sign" document have not changed format/content recently and will confirm when I hear back.

On Tue, May 9, 2017 at 2:23 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the  
"

BID renewal epacket,  
"

and  
you/

we end up emailing it a lot to owners who can't locate their mailed packet  
or prefer handling docs digitally

. It is accompanied by the owner's petition (you/  
we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. We  
e  
suggest  
ed  
a  
cover letter and 1-page  
double-sided  
achievements/promo  
piece  
(this one piece printed in color if feasible) but  
it is up to you.

Kindly forward drafts for our review (asap) or finals (no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you!

---

**From:** "Tara Devine (via Google Drive)" <[drive\\_shares\\_noreply@google.com](mailto:drive_shares_noreply@google.com)>

**Reply-To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, February 21, 2017 at 7:30 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** "[southparkbid@gmail.com](mailto:southparkbid@gmail.com)" <[southparkbid@gmail.com](mailto:southparkbid@gmail.com)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

1) I noticed that [southparkbid@gmail.com](mailto:southparkbid@gmail.com) had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA





**Subject:** Re: SP & SPII docs - Invitation to collaborate  
**Date:** Tuesday, May 9, 2017 at 2:33:16 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer

Thanks

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, May 9, 2017 at 2:31 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

I am also confirming with Rick that the petition template and the "Who Can Sign" document have not changed format/content recently and will confirm when I hear back.

On Tue, May 9, 2017 at 2:23 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the  
"

BID renewal epacket,  
"

and  
you/

we end up emailing it a lot to owners who can't locate their mailed packet  
or prefer handling docs digitally

. It is accompanied by the owner's petition (  
you/

we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. W

e

suggest

ed

a

cover letter and 1-page

double-sided

achievements/promo  
piece  
(this one piece printed in color if feasible) but  
it is up to you.

Kindly forward drafts for our review (asap) or finals (no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.) We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you!

---

**From:** "Tara Devine (via Google Drive)" <[drive\\_shares\\_noreply@google.com](mailto:drive_shares_noreply@google.com)>  
**Reply-To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, February 21, 2017 at 7:30 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** "[southparkbid@gmail.com](mailto:southparkbid@gmail.com)" <[southparkbid@gmail.com](mailto:southparkbid@gmail.com)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

- 1) I noticed that [southparkbid@gmail.com](mailto:southparkbid@gmail.com) had only viewing access. I have added editing/organizing access.
- 2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.

Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google™

**Subject:** Re: SP & SPII docs - Invitation to collaborate  
**Date:** Tuesday, May 9, 2017 at 2:33:12 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer, Robert Buente  
**Attachments:** 170419 DRAFT Petition Cover Letter.doc, BID Services.pdf

Please see attached for cover letter and 1-pager.

Right now my number 1 priority is a quick turnaround. I'd appreciate jumping on a call to discuss how to print petitions. Please let me know when you have time today for that call.

Thanks,

Ellen

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, May 9, 2017 at 2:23 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SP & SPII docs Invitation to collaborate

At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the

"

BID renewal epacket,

"

and

you/

we end up emailing it a lot to owners who can't locate their mailed packet  
or prefer handling docs digitally

. It is accompanied by the owner's petition (

you/

we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. W

e

suggest

ed  
a  
cover letter and 1-page  
double-sided  
achievements/promo  
piece  
(this one piece printed in color if feasible) bu  
t  
it is up to you.

Kindly forward drafts for our review (asap) or finals (no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you!

---

**From:** "Tara Devine (via Google Drive)" <[drive\\_shares\\_noreply@google.com](mailto:drive_shares_noreply@google.com)>

**Reply-To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, February 21, 2017 at 7:30 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** "[southparkbid@gmail.com](mailto:southparkbid@gmail.com)" <[southparkbid@gmail.com](mailto:southparkbid@gmail.com)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

1) I noticed that [southparkbid@gmail.com](mailto:southparkbid@gmail.com) had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

**Subject:** Re: SP & SPII docs - Invitation to collaborate  
**Date:** Tuesday, February 21, 2017 at 9:20:54 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer

Thank you!

---

**From:** "Tara Devine (via Google Drive)" <drive shares noreply@google.com>  
**Reply-To:** Tara Devine <tara@devine strategies.com>  
**Date:** Tuesday, February 21, 2017 at 7:30 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** "southparkbid@gmail.com" <southparkbid@gmail.com>, Katie Kiefer <katie@southpark.la>  
**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)



I have updated the Google Drive as follows:

- 1) I noticed that southparkbid@gmail.com had only viewing access. I have added editing/organizing access.
- 2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

[Open](#)

This email grants access to this item. Only forward it to people you trust.

**Subject:** Re: Question re: MDP/ER

**Date:** Wednesday, May 10, 2017 at 1:24:44 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer, Robert Buente, Wallis Locke

Apologies. We will post the docs on

<http://southpark.la/2018-renewal/>

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 10, 2017, at 1:11 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I'm not clear. Should I use [southpark.la](http://southpark.la) (homepage), or do you wish me to provide a more specific link to the page it will be posted on (if not the homepage.)

On Wed, May 10, 2017 at 12:55 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Yes please include the link so we can post the full versions online.

Thank you

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

> On May 10, 2017, at 12:53 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

>  
> The MDP summary will contain the introduction, map and parcel roll. It saves you a quite bit on mailing costs and a little on printing (29 pages versus 55.)  
>  
> Do you intend to put the full MDP and ER online? (Recommended)  
>  
> If so, please let me know asap if you want me to add a line to the MDP Summary that tells people how to access it. I can use [southpark.la](http://southpark.la)<<http://southpark.la>> or a more specific link if you provide one.  
>  
> The current MDP and ER are attached and ready for you to post if you choose to. I will finalize the MDP Summary once I hear back from you.  
>  
> Warmest regards,  
>  
> TARA DEVINE  
> DEVINE STRATEGIES  
> 645 West Ninth St.,#110-293  
> Los Angeles, CA 90015  
> [310.430.5121](tel:310.430.5121)  
> [tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>  
>  
> Making it easier for you with STRATEGIC CONSULTING SERVICES  
> Planning & Entitlements - Political & Community Outreach - Business Improvement Districts  
>  
> <2017.04.27 SP ER.pdf>  
> <2017.04.27 SP MDP.pdf>

**Subject:** Re: Question re: MDP/ER

**Date:** Wednesday, May 10, 2017 at 12:55:08 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer, Robert Buente

Yes please include the link so we can post the full versions online.

Thank you

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. 213-663-1112

c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

On May 10, 2017, at 12:53 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

The MDP summary will contain the introduction, map and parcel roll. It saves you a quite bit on mailing costs and a little on printing (29 pages versus 55.)

Do you intend to put the full MDP and ER online? (Recommended)

If so, please let me know asap if you want me to add a line to the MDP Summary that tells people how to access it. I can use southpark.la<<http://southpark.la>> or a more specific link if you provide one.

The current MDP and ER are attached and ready for you to post if you choose to. I will finalize the MDP Summary once I hear back from you.

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

<2017.04.27 SP ER.pdf>

<2017.04.27 SP MDP.pdf>



**Subject:** Fwd: LALCC Outlook and Highlights

**Date:** Tuesday, May 9, 2017 at 6:38:40 PM Pacific Daylight Time

**From:** Rick Scott

**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Tue, May 9, 2017 at 4:34 PM

Subject: Fwd: LALCC Outlook and Highlights

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>

Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

Hello.

This information may be good for your BIDs.

Thank you.

----- Forwarded message -----

From: **Estella Sepulveda-Catanzarite** <[stella.catanzarite@lacity.org](mailto:stella.catanzarite@lacity.org)>

Date: Tue, May 9, 2017 at 4:28 PM

Subject: Fwd: LALCC Outlook and Highlights

To: Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>

Hi Miranda and Rita

pls see enewsletter below with lots of goodies for small businesses  
can you pls share with your BIDS

thanks Stella

----- Forwarded message -----

From: **Los Angeles Latino Chamber of Commerce** <[info@lalcc.org](mailto:info@lalcc.org)>

Date: Tue, May 9, 2017 at 4:21 PM

Subject: LALCC Outlook and Highlights

To: [stella.catanzarite@lacity.org](mailto:stella.catanzarite@lacity.org)



## LOS ANGELES LATINO CHAMBER OF COMMERCE OUTLOOK AND HIGHLIGHTS

Dear Community Leader,

As we continue to expand our efforts towards promoting economic development tools and resources, you should not overlook a great opportunity by the "Wells Fargo Works for Small Business®: Neighborhood Renovation Program Contest". Your business could win up to \$25,000 towards renovation of the exterior or interior of your establishment. The contest will run through the entire month of May. For information on eligible neighborhoods and how to enter, please click [here](#).



We value your commitment to the economic development of our community. Scroll below for highlights of upcoming events and programs that are contributing to the economic strength of our Latino businesses.

Onward,

A handwritten signature in black ink that reads "Moises Cisneros".

Moises Cisneros  
Executive Director  
Los Angeles Latino Chamber of Commerce  
213.347.0008

---

### Another Outstanding Event

Thank you for making our Latino Trade Forecast event a success as we united international trade and business leaders including Paraguayan Ambassador to the United States, German Rojas Irigoyen, Mexican Consulate General in Los Angeles, Carlos Garcia de Alba and others. A huge 'thank you' to our sponsors, Bank of America Merrill Lynch, American Airlines, Yuca's Restaurants, Famosa Beer, Tajín, ENM Sales & Services Promotional Division, Dragos Cantina, Guava

Delights and also to our hosts at the Los Angeles Mayor's Office of Small Business & Entrepreneurship. To see more photos and stay updated with upcoming events and information, please 'like' our Facebook page. Find us [here](#).







---

## America at Work by Walmart

Walmart is committing to purchase \$250 billion in products that are made, sourced, or grown in the United States as they aim to lead the renewal of American manufacturing. In their efforts to create 1 million American jobs, Walmart will hold its fourth annual open call on Wednesday June 28, 2017 at the Walmart corporate offices in Bentonville, Arkansas.

The open call is available to both potential new suppliers and existing suppliers with new product proposals. Space is limited. In order to participate in the event, companies must apply by submitting a product proposal by May 18, 2017. Applications can be submitted right now by [clicking here](#). You can also learn more about the America at Work initiative [here](#).





---

## Inner City Capital Connections

Inner City Capital Connections (ICCC) is a program that is positioning inner-city businesses for long-term success. It is designed for busy executives of various expertise levels. Since 2005, alumni of the ICCC program have had an average of 184% growth in revenue, created more than 12,000 jobs and raised \$1.4 billion in capital. The 2017 program will begin with opening executive education seminars in the various cities, including Los Angeles. For more information check out the video below and check out the website by [clicking here](#). You can also access the [nominator kit here](#).



Video: Inner City Capital Connections

---

## Los Angeles Vendor Fair

The City of Los Angeles is hosting a vendor fair on Tuesday, May 16, 2017 and invites your organization to the event. Activities will include training sessions on a new vendor self-service portal to enable electronic bid submittal and electronic payments. There will also be networking and business matchmaking events, which will allow potential vendors to meet buyers and prime suppliers.

RSVP by e-mailing [gsd.centralp@lacity.org](mailto:gsd.centralp@lacity.org) or by calling (213)928-9500.

## City of Los Angeles Department of General Services 2017 Vendor Fair



The City of Los Angeles, Department of General Services is hosting a vendor fair. We will be having training sessions on our new vendor self service portals which will enable electronic bid submittal and electronic payments. In addition, we will be having match making events which will allow potential vendors to meet current suppliers, subcontractors, and City staff as well as courses on how to do business with the City. We hope that you are able to attend.

**Date: Tuesday, May 16, 2017**

**Time: 9 a.m. - 3:00 p.m.**

**Location:**

City Hall South Plaza - 111 E. 1st Street Los Angeles CA 90012

Triforum near City Hall East - 200 N. Main Street Los Angeles, CA 90012

**In Partnership with:**



## 2017 is The Year of Mexico in Los Angeles

The City of Los Angeles and the Government of Mexico have declared 2017 The Year of Mexico in Los Angeles. The two entities have planned more than 100 cultural, academic and business activities in L.A. Watch the video below and click [here](#) to remain updated on upcoming events that celebrate culture, education, trade and the



Mexican heritage.



MXLA 2017 The Year of Mexico in Los Angeles

---

### Save the Date!

We are very excited about our upcoming Latino Business Awards on July 18th, 2017 at the Millennium Biltmore Hotel. Save the date. Categories will be announced soon.





## About LALCC

Since 2009, the Los Angeles Latino Chamber of Commerce (LALCC) has advocated for and promoted the economic development of Greater Los Angeles' Latino-owned businesses, which now number more than 300,000. The chamber's economic development services include procurement, access to capital, certification, technical and other business assistance. Among other issues, its policy and advocacy efforts are focused on public and private minority procurement, community reinvestment and development, Latino public policy, international trade and small business funding. LALCC is a 501(c)(3) and 501(c)(6) nonprofit organization. For additional information about the chamber, visit [lalcc.org](http://lalcc.org).

Forward this email





Los Angeles Latino Chamber of Commerce, 333. S Grand Ave., Suite 450, Los Angeles, CA 90071

[SafeUnsubscribe™ stella.catanzarite@lacity.org](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [info@lalcc.org](mailto:info@lalcc.org) in collaboration with



--

Stella Catanzarite  
Economic and Workforce Development Dept  
1200 W. 7th St-6th floor-LA 90017  
[stella.catanzarite@lacity.org](mailto:stella.catanzarite@lacity.org)  
Phone Number-[213-744-9065](tel:213-744-9065)

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: Current database

**Date:** Tuesday, May 9, 2017 at 2:10:02 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer, bbuente@1010dev.org

Thanks

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. 213-663-1112

c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

On May 9, 2017, at 1:53 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

P.S. This should be treated as a draft/not for distribution. Further changes WILL occur during the petition stage as we become aware of various issues not yet captured by Assessor data (including but not limited to recent sales, subdivisions, etc.)

On Tue, May 9, 2017 at 1:51 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Attached.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Weekly update  
**Date:** Monday, May 8, 2017 at 3:21:03 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Hi again Tara,

My team and I have created a checklist of all the materials that need to be prepared for the petition packet. Can you take a look and see if I'm missing anything? Your initials are next to the items that we need to receive from you.



## Petition Packet materials



Addressed & stamped manila envelopes, including SPBID's return address (TD)



Cover Letter



Info one-pager



MDP summary (TD)



District map (TD)



FAQ



"Who can sign petition" doc



Petition (on yellow paper) (TD)



Pre-addressed & stamped return envelopes (TD)



Can you please give me a call to discuss. **I'd like to be done with printing by Wednesday.**

Thank you,

Ellen

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Monday, May 8, 2017 at 11:07 AM  
**To:** Tara Devine <tara@devine\_strategies.com>  
**Subject:** Re: Weekly update

Thanks Tara.

I just got off the phone with Miranda. I understand that the window to make auto-billing is unbelievably tight, but I owe it to my board and staff to hustle and try to get 51% petitions returned by May 22. In order to do this, we need to have petitions printed ASAP, which means I really need the updated database with property owner contact info. I'd appreciate a phone call with you to make sure I understand exactly how to print petitions and compile packets. From there, I can prime my board members and they can start their outreach. We can also get a series of signing parties in the calendar.

I understand that you have other clients, but my team is ready to put 100% into the next 2 weeks. Even if there's a 1% chance of pulling this off, I need to try.

Thanks for your help here.

Ellen

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Sunday, May 7, 2017 at 8:54 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Weekly update

We will have at least the first 25 owners researched sometime this week, and I hope more. I am trying to speed up the research as best I can. Unfortunately, our timing did not match up well with her other clients/deadlines. She was unavailable all of last week. She is devoting as much time to this as she can. If you'd like to have your own staff work on some of this, I can spend an hour later this week training them how to do it. I would divide up the database.

I just let Miranda know I would connect with her on Tuesday. Tomorrow is a travel day - I get back to LA late on Monday night.

**Subject:** Re: Weekly update

**Date:** Monday, May 8, 2017 at 11:07:09 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks Tara.

I just got off the phone with Miranda. I understand that the window to make auto-billing is unbelievably tight, but I owe it to my board and staff to hustle and try to get 51% petitions returned by May 22. In order to do this, we need to have petitions printed ASAP, which means I really need the updated database with property owner contact info. I'd appreciate a phone call with you to make sure I understand exactly how to print petitions and compile packets. From there, I can prime my board members and they can start their outreach. We can also get a series of signing parties in the calendar.

I understand that you have other clients, but my team is ready to put 100% into the next 2 weeks. Even if there's a 1% chance of pulling this off, I need to try.

Thanks for your help here.

Ellen

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Sunday, May 7, 2017 at 8:54 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Weekly update

We will have at least the first 25 owners researched sometime this week, and I hope more. I am trying to speed up the research as best I can. Unfortunately, our timing did not match up well with her other clients/deadlines. She was unavailable all of last week. She is devoting as much time to this as she can. If you'd like to have your own staff work on some of this, I can spend an hour later this week training them how to do it. I would divide up the database.

I just let Miranda know I would connect with her on Tuesday. Tomorrow is a travel day - I get back to LA late on Monday night.

**Subject:** Fwd: Invitation to Public Works Week Reception

**Date:** Monday, May 8, 2017 at 2:08:07 PM Pacific Daylight Time

**From:** Rick Scott

**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtonchamber, Wilshire Center

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Thu, May 4, 2017 at 4:03 PM

Subject: Fwd: Invitation to Public Works Week Reception

To: Jasmine Ramos <[jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org)>

Cc: Andrew Thomas <[Andrew@thewestwoodvillage.com](mailto:Andrew@thewestwoodvillage.com)>, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

Hello.

Please send out the invite below.

Thank you.

----- Forwarded message -----

From: **Luz Rivas** <[luz.rivas@lacity.org](mailto:luz.rivas@lacity.org)>

Date: Thu, May 4, 2017 at 3:57 PM

Subject: Invitation to Public Works Week Reception

To: Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Hi Miranda,

Paul Gomez from our public affairs office told me that he reached out to you about the event we are planning for National Public Works Week. We wanted to extend a special invite to BIDs to join us. We appreciate them as partners in city projects and would like to thank them and have our staff meet them.

Can you send out the invite below?

We also would like to invite you. Please let me know if I can provide more information.

Thanks,  
Luz

Dear BID representatives ,

On behalf of the Board of Public Works, I want to invite you to join us at our reception to celebrate National Public Works Week.

The open house is an opportunity to celebrate and learn about public works projects while meeting the leaders in the department and other city staff. We appreciate your partnership on projects and invite you to join us in this celebration. There will be light refreshments and a gallery display of public works projects.

**Public Works Week Open House**

Tuesday, May 23rd 3 - 5pm

Board of Public Works Hearing Room (entrance hallway) Room 350 at City Hall

Please **RSVP** [here](#) by Friday, May 19th

\*City Hall parking will be provided if needed.

We look forward to seeing you at this event!

- Board of Public Works Commissioners

--



Luz Rivas  
Commissioner,  
Board of Public Works  
City of Los Angeles  
<http://bpw.lacity.org/>  
[213-978-0252](tel:213-978-0252)

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: South Park MDP v2 - 2nd Submittal

**Date:** Thursday, May 4, 2017 at 4:47:35 PM Pacific Daylight Time

**From:** Miranda Paster

**To:** Tara Devine

**CC:** Hinkson, Rosemary, Ellen Riotto

There are a few changes needed. We can discuss while the BID is out to petition.

Thank you.

On Thu, Apr 27, 2017 at 1:27 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Attached please find the revised MDP for the SP BID merge-renewal in both Word and PDF format. This version is a companion to the revised ER that Ed just sent a few minutes ago.

Thank you in advance for your review.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)



**Subject:** Re: Weekly update

**Date:** Wednesday, May 3, 2017 at 10:12:23 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks. I see from your automatic reply that you're out until next Monday, so if it's possible to have Ed share it with us, that would be great.

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Wednesday, May 3, 2017 at 7:45 AM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: Weekly update

I am still awaiting an update myself and will update you as soon as I hear back.

I am traveling without a laptop; I will make a note to send the database upon my return.

On May 2, 2017 9:14 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update. Yes, those items have both been produced. Can i get an update re: contact research?

Also, would you mind please sending me the latest version of the database?

Thanks!

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

> On May 2, 2017, at 9:13 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

>

> As you know, we resubmitted MDP/ER last Thursday and await comments.

>

> I am still awaiting the initial analysis for research, but expect to have that information later today.

>

> Have the following been prepped for the renewal packet? 1) Cover letter and 2) Promotional piece. If not, drafts should be prepared asap. Ultimately, I produce a PDF petition packet that goes with each petition. The two docs above go into that PDF with other docs we produce.

**Subject:** Re: Weekly update

**Date:** Wednesday, May 3, 2017 at 7:31:02 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Hi Tara

Please see below. Thanks.

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 2, 2017, at 9:14 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
Thanks for the update. Yes, those items have both been produced. Can i get an update re: contact research?  
Also, would you mind please sending me the latest version of the database?  
Thanks!

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On May 2, 2017, at 9:13 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:  
As you know, we resubmitted MDP/ER last Thursday and await comments.  
I am still awaiting the initial analysis for research, but expect to have that information later today.  
Have the following been prepped for the renewal packet? 1) Cover letter and 2) Promotional piece. If not, drafts should be prepared asap. Ultimately, I produce a PDF petition packet that goes with each petition. The two docs above go into that PDF with other docs we produce.

**Subject:** Re: Weekly update

**Date:** Tuesday, May 2, 2017 at 9:14:27 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks for the update. Yes, those items have both been produced. Can i get an update re: contact research?

Also, would you mind please sending me the latest version of the database?

Thanks!

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. 213-663-1112

c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

On May 2, 2017, at 9:13 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

As you know, we resubmitted MDP/ER last Thursday and await comments.

I am still awaiting the initial analysis for research, but expect to have that information later today.

Have the following been prepped for the renewal packet? 1) Cover letter and 2) Promotional piece. If not, drafts should be prepared asap. Ultimately, I produce a PDF petition packet that goes with each petition. The two docs above go into that PDF with other docs we produce.

**Subject:** Re: Call next week  
**Date:** Wednesday, April 26, 2017 at 11:07:31 AM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** 170425 Renewal Update\_Board Packet.pptx

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Wednesday, April 26, 2017 at 11:05 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Call next week

Ellen:

The attached looks fine.

Benchmarks & Timeline on p.6 mostly correct but I'd suggest minor edits (bold) as follows:

- City prepares **and issues** ballots
- Ballot period **ends**
- **My opinion: City contract (which you list as November) likely won't be ready until late Nov/early Dec because I believe they do not issue the contract until the expiration of the 30-day period following Council adoption of the ordinance and its publication. So steps are: Council adoption, Mayoral concurrence, preparation of ordinance for publication, publication, 30-day period, then ordinance deemed effective. But fundamentally the timing of this is a City Clerk/City Attorney question/decision.**

Assessor Assessment Roll Deadline

- **New: July 15**
- **Renewing: August 1**
- **Manual: doesn't matter (City hand-bills)**

**NOTE: We don't establish these deadlines, so it is always best to confirm with City.**

p.7

- Renewal should start NO LESS than 18 months out. I recommend having your consultant in place at 24 months out.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Tue, Apr 25, 2017 at 12:12 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Please see attached deck, updated with info from your email this morning. I need to get this out to the Board ASAP. Could you please review my comments in this deck and reply this afternoon?

Thank you,

Ellen

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Monday, April 24, 2017 at 12:45 PM

**To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Cc:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>

**Subject:** Re: Call next week

Hi again Tara,

In anticipation of the questions I know we'll get at the Board meeting on Thursday, I'd like to prepare a very short deck that explicitly states 1) where we are now; 2) upcoming benchmarks and timeline; 3) lessons learned. I'm hoping this will help to ground the conversation and elicit productive questions/comments.

I'd like to present this as part 1 of our conversation, allowing everyone (ie. non-board members) to get the update and ask their questions. We'll then move to closed session and give board members the opportunity to go into a bit more detail.

The outline of this deck is attached. I used text from your last updates and inserted comments where further explanation is needed. Could you please help to fill it in? I want to give board members enough time to review and formulate questions. I'd like to send this to them first thing tomorrow morning (9am).

Thanks in advance for your help.

Best,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Saturday, April 22, 2017 at 2:06 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Call next week

Confirmed.

On Apr 21, 2017 11:16 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

| I'll make 11am work. Definitely want to talk sooner rather than later. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 1:16 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am booked beforehand. Weds afternoon 1:30?

On Fri, Apr 21, 2017 at 11:09 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Could you do 10am?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 12:42 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Yes, I'm sorry. Long day. I meant to say Weds at 11am.

On Apr 21, 2017 10:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Our board meeting is Thursday at 8:30. Your still planning on being there, right? Would like to connect before then. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

> On Apr 21, 2017, at 11:32 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

>

> How about Thurs at 11am?

||

**Subject:** Re: Call next week  
**Date:** Tuesday, April 25, 2017 at 12:12:16 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente  
**Attachments:** 170425 Renewal Update.pptx

Hi Tara,

Please see attached deck, updated with info from your email this morning. I need to get this out to the Board ASAP. Could you please review my comments in this deck and reply this afternoon?

Thank you,

Ellen

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Monday, April 24, 2017 at 12:45 PM  
**To:** Tara Devine <tara@devine\_strategies.com>  
**Cc:** Robert Buente <bbuente@1010dev.org>  
**Subject:** Re: Call next week

Hi again Tara,

In anticipation of the questions I know we'll get at the Board meeting on Thursday, I'd like to prepare a very short deck that explicitly states 1) where we are now; 2) upcoming benchmarks and timeline; 3) lessons learned. I'm hoping this will help to ground the conversation and elicit productive questions/comments.

I'd like to present this as part 1 of our conversation, allowing everyone (ie. non-board members) to get the update and ask their questions. We'll then move to closed session and give board members the opportunity to go into a bit more detail.

The outline of this deck is attached. I used text from your last updates and inserted comments where further explanation is needed. Could you please help to fill it in? I want to give board members enough time to review and formulate questions. I'd like to send this to them first thing tomorrow morning (9am).

Thanks in advance for your help.

Best,

Ellen

---



**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Saturday, April 22, 2017 at 2:06 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Call next week

Confirmed.

On Apr 21, 2017 11:16 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

I'll make 11am work. Definitely want to talk sooner rather than later. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 1:16 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am booked beforehand. Weds afternoon 1:30?

On Fri, Apr 21, 2017 at 11:09 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Could you do 10am?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 12:42 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Yes, I'm sorry. Long day. I meant to say Weds at 11am.

On Apr 21, 2017 10:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Our board meeting is Thursday at 8:30. Your still planning on being there, right? Would like to connect before then. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

> On Apr 21, 2017, at 11:32 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

>

> How about Thurs at 11am?

**Subject:** Re: Call next week  
**Date:** Monday, April 24, 2017 at 12:45:33 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Robert Buente  
**Priority:** High  
**Attachments:** 170427 Renewal Update.pptx

Hi again Tara,

In anticipation of the questions I know we'll get at the Board meeting on Thursday, I'd like to prepare a very short deck that explicitly states 1) where we are now; 2) upcoming benchmarks and timeline; 3) lessons learned. I'm hoping this will help to ground the conversation and elicit productive questions/comments.

I'd like to present this as part 1 of our conversation, allowing everyone (ie. non-board members) to get the update and ask their questions. We'll then move to closed session and give board members the opportunity to go into a bit more detail.

The outline of this deck is attached. I used text from your last updates and inserted comments where further explanation is needed. Could you please help to fill it in? I want to give board members enough time to review and formulate questions. I'd like to send this to them first thing tomorrow morning (9am).

Thanks in advance for your help.

Best,

Ellen

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Saturday, April 22, 2017 at 2:06 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Call next week

Confirmed.

On Apr 21, 2017 11:16 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

I'll make 11am work. Definitely want to talk sooner rather than later. Thanks.

-----

Ellen Riotto  
Interim Executive Director

South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 1:16 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am booked beforehand. Weds afternoon 1:30?

On Fri, Apr 21, 2017 at 11:09 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Could you do 10am?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 12:42 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Yes, I'm sorry. Long day. I meant to say Weds at 11am.

On Apr 21, 2017 10:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Our board meeting is Thursday at 8:30. Your still planning on being there, right? Would like to connect before then. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

> On Apr 21, 2017, at 11:32 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

>

> How about Thurs at 11am?

**Subject:** Re: Call next week

**Date:** Saturday, April 22, 2017 at 12:16:12 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Apr 22, 2017, at 4:07 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Confirmed.

On Apr 21, 2017 11:16 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

I'll make 11am work. Definitely want to talk sooner rather than later. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 1:16 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am booked beforehand. Weds afternoon 1:30?

On Fri, Apr 21, 2017 at 11:09 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Could you do 10am?

-----

Ellen Riotto  
Interim Executive Director

South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 12:42 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Yes, I'm sorry. Long day. I meant to say Weds at 11am.

On Apr 21, 2017 10:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Our board meeting is Thursday at 8:30. Your still planning on being there, right? Would like to connect before then. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

> On Apr 21, 2017, at 11:32 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

>

> How about Thurs at 11am?

**Subject:** Re: Call next week

**Date:** Friday, April 21, 2017 at 11:16:52 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

I'll make 11am work. Definitely want to talk sooner rather than later. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Apr 22, 2017, at 1:16 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am booked beforehand. Weds afternoon 1:30?

On Fri, Apr 21, 2017 at 11:09 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Could you do 10am?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Apr 22, 2017, at 12:42 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Yes, I'm sorry. Long day. I meant to say Weds at 11am.

On Apr 21, 2017 10:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Our board meeting is Thursday at 8:30. Your still planning on being there, right?  
Would like to connect before then. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

> On Apr 21, 2017, at 11:32 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:  
>  
> How about Thurs at 11am?



**Subject:** Re: Call next week

**Date:** Friday, April 21, 2017 at 11:09:30 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Could you do 10am?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Apr 22, 2017, at 12:42 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Yes, I'm sorry. Long day. I meant to say Weds at 11am.

On Apr 21, 2017 10:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Our board meeting is Thursday at 8:30. Your still planning on being there, right? Would like to connect before then. Thanks.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

> On Apr 21, 2017, at 11:32 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

>

> How about Thurs at 11am?

**Subject:** Re: Call next week

**Date:** Friday, April 21, 2017 at 10:40:51 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Our board meeting is Thursday at 8:30. Your still planning on being there, right? Would like to connect before then. Thanks.

-----  
Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Apr 21, 2017, at 11:32 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:  
How about Thurs at 11am?

**Subject:** Re: Weekly update

**Date:** Monday, April 24, 2017 at 9:51:46 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thank you. Did you have a chance to check out the deck I sent over this afternoon? I'd like to share it with the board tomorrow morning and would appreciate your insight. Thank you

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Apr 24, 2017, at 9:26 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

MDP

- Edits are complete except a few that come from ER
- Map revisions complete, new map added to MDP and ER

ER

- Most ER edits are complete - I did the bulk to speed things up and allow Ed to focus on dbase. A handful of more substantive comments/edits are with Ed, who started on them tonight after finishing dbase.

Database

- Ed finished database updates this evening and sent me latest, but I will not have an opportunity to review until Weds. He has moved onto ER edits. I should be able to restart property owner research Weds/Thurs and will have a better timetable for you by next Monday.

Barring any unforeseen issues, we should resubmit dbase, ER and MDP sometime between Thursday and Monday.

**Subject:** SPBID Board mtg  
**Date:** Thursday, April 20, 2017 at 2:26:06 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Hi Tara,

Just wanted to confirm that I have you on the agenda for our board meeting next Thursday. Please let us know if you plan on having any handouts or presentation needs.

Thanks and looking forward to it!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

**Subject:** Fwd: Public Works Week Event with Business Improvement Districts

**Date:** Tuesday, April 18, 2017 at 6:32:26 PM Pacific Daylight Time

**From:** Rick Scott

**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtonchamber, Wilshire Center

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Tue, Apr 18, 2017 at 3:57 PM

Subject: Fwd: Public Works Week Event with Business Improvement Districts

To: Jasmine Ramos <[jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org)>

Cc: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>, Andrew Thomas <[Andrew@thewestwoodvillage.com](mailto:Andrew@thewestwoodvillage.com)>

Hello.

Please ensure that your BIDs are aware of the invite below:

Thank you.

----- Forwarded message -----

From: **Paul Gomez** <[paul.gomez@lacity.org](mailto:paul.gomez@lacity.org)>

Date: Tue, Apr 18, 2017 at 3:35 PM

Subject: Public Works Week Event with Business Improvement Districts

To: Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>, Andrew Thomas <[Andrew@thewestwoodvillage.com](mailto:Andrew@thewestwoodvillage.com)>

Cc: Luz Rivas <[luz.rivas@lacity.org](mailto:luz.rivas@lacity.org)>, Fernando Campos <[fernando.campos@lacity.org](mailto:fernando.campos@lacity.org)>

Hello Miranda, thanks for speaking with me yesterday. I'm including on this e-mail: Board of Public Works Commissioner Luz Rivas, Board Executive Officer Fernando Campos and BID Consortium Chair Andrew Thomas, .

As we discussed, during National Public Works Week scheduled for next month, we would like to invite Board of Directors and Executive Officer from the Business Improvement Districts for an open house/meet and greet with our Board Commissioners, representatives from Public Works bureaus, board office and various city departments.

It would take place on Tuesday, May 23 from 3:00 p.m.-5:00 p.m at City Hall in the Board of Public Works hearing room and corridor outside the hearing room. Parking will be provided in City Hall East and light refreshments will be served.

The Board Office will handle sending out an e-mail invite, RSVP and parking. If you could provide names and e-mail addresses from each BID, we would appreciate.

--

Thank You,

Paul Gomez  
Principal Public Relations Representative  
Public Affairs Office  
Department of Public Works  
[213-978-0316](tel:213-978-0316)



--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: Weekly update

**Date:** Tuesday, April 18, 2017 at 4:49:42 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Ah ok. Sorry, I was referring to contact research.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, April 18, 2017 at 4:45 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

Sure...but all this data set will have are owner names and mailing addresses.

On Apr 18, 2017 4:35 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

OK. Can we please have access so we can do some outreach to property owners?

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, April 18, 2017 at 4:33 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

I received the raw data within the last 30 minutes but haven't reviewed it yet to see if it is correct or begin the integration into the master database.

On Apr 18, 2017 4:32 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

OK. And where are we with the dataset? Still on track to be sent today?

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, April 18, 2017 at 12:34 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

Map edits are now complete.

Ed is out of pocket today on other work, so I don't expect to get revisions from him until tomorrow afternoon or later.

On Tue, Apr 18, 2017 at 10:12 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Great news. Thanks.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, April 18, 2017 at 1:16 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

Late update from Ed. It sounds like Clerk may be okay with latest comments. We will double-check/clarify tomorrow but if correct, that's good news. This puts us on track to resubmit everything by early-mid next week.

On Apr 17, 2017 10:46 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

DATABASE:

We did find that there are substantial ownership changes

since we constructed the database last year.

Rather than  
try to

spot-replace

a sizable number of parcels and address related formatting challenges, we decided to pull a full new data set (all ownership and mailing fields.) That data set is supposed to be ready

by

tomorrow

afternoon

.

(NOTE:

Keep in mind that close of escrow and recordation with Assessor can occur well more than a year apart, so we will still discover some sales during the petition phase, but this new data pull will reduce them significantly.)

Ed reviewed and addressed the most recent round of database comments from the City and submitted last Tues. They acknowledged receipt of it last Weds. I am following up to check on status of review.

MDP & ER:

MDP and ER text edits have been completed excepting a map edit that is in process now and should be complete well before everything else is. We need database approval before we can redo all tables and the parcel roll. Once the tables and new parcel roll are complete, we replace all of those, update all in-line numbers, double-check all cross-references/pagination/table of contents and will resubmit. Typically that takes 3-5 days, but depends on the timing of when the City gets things back to us.

Warmest regards,



**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**

*Planning & Entitlements   Political & Community Outreach   Business Improvement Districts*

**Subject:** Re: Weekly update

**Date:** Tuesday, April 18, 2017 at 4:35:02 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

OK. Can we please have access so we can do some outreach to property owners?

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, April 18, 2017 at 4:33 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

I received the raw data within the last 30 minutes but haven't reviewed it yet to see if it is correct or begin the integration into the master database.

On Apr 18, 2017 4:32 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

OK. And where are we with the dataset? Still on track to be sent today?

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, April 18, 2017 at 12:34 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

Map edits are now complete.

Ed is out of pocket today on other work, so I don't expect to get revisions from him until tomorrow afternoon or later.

On Tue, Apr 18, 2017 at 10:12 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Great news. Thanks.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, April 18, 2017 at 1:16 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

Late update from Ed. It sounds like Clerk may be okay with latest comments. We will double-check/clarify tomorrow but if correct, that's good news. This puts us on track to resubmit everything by early-mid next week.

On Apr 17, 2017 10:46 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

DATABASE:

We did find that there are substantial ownership changes

since we constructed the database last year.

Rather than

try to

spot-replace

a sizable number of parcels and address related formatting challenges, we decided to pull a full new data set (all ownership and mailing fields.) That data set is supposed to be ready

by

tomorrow

afternoon

.

(NOTE:

Keep in mind that close of escrow and recordation with Assessor can occur well more than a year apart, so we will still discover some sales during the petition phase, but this new data pull will reduce them significantly.)

Ed reviewed and addressed the most recent round of database comments from the City and submitted last Tues. They acknowledged receipt of it last Weds. I am following up to check on status of review.

MDP & ER:

MDP and ER text edits have been completed excepting a map edit that is in process now and should be complete well before everything else is. We need database approval before we can redo all tables and the parcel roll. Once the tables and new parcel roll are complete, we replace all of those, update all in-line numbers, double-check all cross-references/pagination/table of contents and will resubmit. Typically that takes 3-5 days, but depends on the timing of when the City gets things back to us.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements   Political & Community Outreach   Business Improvement Districts*

**Subject:** Re: Weekly update

**Date:** Tuesday, April 18, 2017 at 4:32:11 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

OK. And where are we with the dataset? Still on track to be sent today?

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, April 18, 2017 at 12:34 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

Map edits are now complete.

Ed is out of pocket today on other work, so I don't expect to get revisions from him until tomorrow afternoon or later.

On Tue, Apr 18, 2017 at 10:12 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Great news. Thanks.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, April 18, 2017 at 1:16 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Weekly update

Late update from Ed. It sounds like Clerk may be okay with latest comments. We will double-check/clarify tomorrow but if correct, that's good news. This puts us on track to resubmit everything by early-mid next week.

On Apr 17, 2017 10:46 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

DATABASE:

We did find that there are substantial ownership changes

since we constructed the database last year.

Rather than  
try to  
spot-replace

a sizable number of parcels and address related formatting challenges, we decided to pull a full new data set (all ownership and mailing fields.) That data set is supposed to be ready by tomorrow afternoon.

(NOTE:

Keep in mind that close of escrow and recordation with Assessor can occur well more than a year apart, so we will still discover some sales during the petition phase, but this new data pull will reduce them significantly.)

Ed reviewed and addressed the most recent round of database comments from the City and submitted last Tues. They acknowledged receipt of it last Weds. I am following up to check on status of review.

#### MDP & ER:

MDP and ER text edits have been completed excepting a map edit that is in process now and should be complete well before everything else is. We need database approval before we can redo all tables and the parcel roll. Once the tables and new parcel roll are complete, we replace all of those, update all in-line numbers, double-check all cross-references/pagination/table of contents and will resubmit. Typically that takes 3-5 days, but depends on the timing of when the City gets things back to us.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements   Political & Community Outreach   Business Improvement Districts*

**Subject:** Re: Weekly update

**Date:** Tuesday, April 18, 2017 at 10:12:42 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Great news. Thanks.

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Tuesday, April 18, 2017 at 1:16 AM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: Weekly update

Late update from Ed. It sounds like Clerk may be okay with latest comments. We will double-check/clarify tomorrow but if correct, that's good news. This puts us on track to resubmit everything by early-mid next week.

On Apr 17, 2017 10:46 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

**DATABASE:**

We did find that there are substantial ownership changes

since we constructed the database last year.

Rather than

try to

spot-replace

a sizable number of parcels and address related formatting challenges, we decided to pull a full new data set (all ownership and mailing fields.) That data set is supposed to be ready by

tomorrow

afternoon

.

(NOTE:

Keep in mind that close of escrow and recordation with Assessor can occur well more than a year apart, so we will still discover some sales during the petition phase, but this new data pull will reduce them significantly.)

Ed reviewed and addressed the most recent round of database comments from the City and submitted last Tues. They acknowledged receipt of it last Weds. I am following up to check on status of review.

MDP & ER:

MDP and ER text edits have been completed excepting a map edit that is in process now and should be complete well before everything else is. We need database approval before we can redo all tables and the parcel roll. Once the tables and new parcel roll are complete, we replace all of those, update all in-line numbers, double-check all cross-references/pagination/table of contents and will resubmit. Typically that takes 3-5 days, but depends on the timing of when the City gets things back to us.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**

*Planning & Entitlements   Political & Community Outreach   Business Improvement Districts*

**Subject:** Re: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!  
**Date:** Friday, April 7, 2017 at 3:26:06 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine

Thank you

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Friday, April 7, 2017 at 3:08 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: FW: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

the rates will be changing slightly due to the annual increases of the past 5 years. Indicate the new MDP will be available soon (later in April or sometime in May.)



**Subject:** FW: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!  
**Date:** Friday, April 7, 2017 at 2:59:28 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png

Tara - Could you help me craft a response to this?

Thanks!

---

**From:** "joerank@acajoe.com" <joerank@acajoe.com>  
**Reply-To:** "joerank@acajoe.com" <joerank@acajoe.com>  
**Date:** Friday, April 7, 2017 at 2:58 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Francis Langlois <flanglois@actionlife.com>, Joe Rank <joerank@acajoe.com>  
**Subject:** Re: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Hi Ellen,

Don't LA Live and the others I mentioned pay a lower base rate than condos, and therefore have less weighted vote per sqm?

What are the assessment contributions per zone?

Thanks again.

Joe

Sent via BlackBerry by AT&T

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Fri, 7 Apr 2017 21:07:12 +0000  
**To:** Joe Rank <joerank@acajoe.com>  
**Cc:** Francis Langlois <flanglois@actionlife.com>

**Subject:** Re: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Hi Joe,

Petitions are mailed to owners' mailing addresses (so you'll receive yours in your mailbox at Luma. The timeline is based on when we get final approval from the City Clerk's office, so it's not quite set in stone. The best estimation I have at this point is mid-May.

All condos contribute \$0.33/sqft.

L.A. LIVE/AEG properties, Convention Center, and government owned properties do in fact pay assessments. (County properties do not pay, but we do not have any County-owned properties in our district.)

Hope that helps. Please let me know if there's anything else!

Best,

Ellen

---

**From:** Joe Rank <joerank@acajoe.com>

**Date:** Friday, April 7, 2017 at 1:10 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Cc:** Francis Langlois <flanglois@actionlife.com>

**Subject:** RE: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Hi Ellen,

Thanks for offering to answer additional questions.

1. When and how will we receive the petitions?
2. What assessment contributions come from each Zone?

As I recall, L.A. Live, AEG properties, the Convention Center, and government owned properties pay no assessments. Is that correct?

Thanks again.

Joe

---

**From:** Ellen Riotto [mailto:ellen@southpark.la]

**Sent:** Friday, April 07, 2017 12:14 PM

**To:** Joe Rank <joerank@acajoe.com>

**Cc:** Francis Langlois <flanglois@actionlife.com>

**Subject:** Re: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Hi Joe,

Thanks for your email. The petition phase allows property owners to vote on whether or not they want BID Renewal to go to ballot. If 51% of the weighted vote (weights are determined by assessment contribution) is in favor of BID Renewal going to ballot, ballots will be sent to all eligible voters.

It's a bit convoluted, but that's the way the process works. Happy to answer additional questions if you have any.

Have a great weekend!

Best,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

---

**From:** Joe Rank <[joerank@acajoe.com](mailto:joerank@acajoe.com)>  
**Date:** Friday, April 7, 2017 at 10:58 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Francis Langlois <[flanglois@actionlife.com](mailto:flanglois@actionlife.com)>  
**Subject:** FW: Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

Dear Ms. Riotto,

Could you please define the "petition phase" of your renewal application?

Thank you.

Joe Rank

---

**From:** Luma Notifications [<mailto:LumaNotifications@actionlife.com>]  
**Sent:** Wednesday, April 05, 2017 10:13 AM  
**Subject:** Tonight South Park Renewal Q&A on the 4th Floor Pool Terrace Area!

**Error! Filename not specified.**

Dear Luma Residents,

South Park BID will be here tonight at 7:00pm on the 4th floor pool terrace to answer all your questions regarding their operations and to discuss their upcoming renewal. All Luma and Elleven residents are invited!

Attached is a letter from Ellen Riotto, explaining in greater detail the renewal process.

Sincerely,  
Luma HOA

If you need assistance, please feel free to contact us at [frontdesk@lumahoa.com](mailto:frontdesk@lumahoa.com) or call us at **(213) 742-0387**.

**\*\*CONFIDENTIALITY NOTICE:** This electronic message is intended to be viewed only by the individual to whom it is addressed. It may contain information that is confidential and exempt from disclosure under applicable law. Any dissemination, distribution or copying of this communication is strictly prohibited. If the reader of this message is not the intended recipient or you receive this communication in error, please notify us immediately by return e-mail and delete the original message and any copies of it from your computer system. **\*\* For further information about Action Property Management, please see our website at [www.actionlife.com](http://www.actionlife.com) or refer to any of our offices. Thank you. \*\***

**Subject:** FW: FW: FW: Board of Directors Meeting  
**Date:** Friday, April 7, 2017 at 2:04:16 PM Pacific Daylight Time  
**From:** Laronnia Jupiter (sent by Ellen Riotto <ellen@southpark.la>)  
**To:** Tara Devine

---

**From:** laronnia@southpark.la  
**When:** 8:30 AM - 10:00 AM April 27, 2017  
**Subject:** FW: FW: Board of Directors Meeting  
**Location:** 1100 S. Flower St. Suite #3400 Los Angeles, CA 90015  
Terry Ellen pinged me that you will be calling in for April's Board meeting. The below conference details are different from what's been used in the past.  
**Conference call-in details:**  
Phone dial-in number: 857-216-3930  
PIN: 45426  
Or join the call online to follow along with the meeting's presentations:  
<https://www.uberconference.com/southparkbid>  
Let me know whether you'd like to call in or use the online link. The desktop/laptop online option shares your screen with the presentations occurring so you can easily follow along, regardless of needing to be present at the meeting. If you'd like to use this option, it is best to open the link in Google Chrome.  
Let me know if you have any questions. THX.  
Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120  
24/7: 866 560 9346

---

**From:** laronnia@southpark.la  
**When:** 8:30 AM - 10:00 AM April 27, 2017  
**Subject:** FW: Board of Directors Meeting  
**Location:** 1100 S. Flower St. Suite #3400 Los Angeles, CA 90015  
**\*\*Rubinroit will be dialing in\*\***

-----Original Appointment-----

**From:** Laronnia Jupiter  
**Sent:** Tuesday, December 06, 2016 5:35 PM  
**To:** Laronnia Jupiter; [robin@biekerco.com](mailto:robin@biekerco.com); Shelby Jordan; Bob Buente; Daniel Taban; Nate Nusbaum; James Pugh; msaucedo ([msaucedo@aegworldwide.com](mailto:msaucedo@aegworldwide.com)); Terri Toennies; faye; Richard Wu; Sonnet Hui; Paul Keller; Channing Henry; Ann Hickambottom; Terry Rubinroit ([rubinroit@aol.com](mailto:rubinroit@aol.com)); Ellen Riotto  
**Subject:** Board of Directors Meeting  
**When:** Thursday, April 27, 2017 8:30 AM-10:00 AM (UTC-08:00) Pacific Time (US & Canada).  
**Where:** 1100 S. Flower St. Suite #3400 Los Angeles, CA 90015

**Subject:** Re: SPBID Board mtg  
**Date:** Friday, April 7, 2017 at 2:01:09 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Thanks for the reply Tara.

SPII meeting will be canceled and we'll put you on the agenda for full board meeting on the 27<sup>th</sup>. Will send calendar invite shortly.

Thank you again and have a great weekend.

Best,

Ellen

---

**From:** Tara Devine <tara@devine strategies.com>  
**Date:** Friday, April 7, 2017 at 1:51 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: SPBID Board mtg

Ellen:

My apologies for the delay. I spent much of yesterday and will be spending more time today at the hospital with a close friend.

I will provide a more detailed update on Sunday or Monday.

Yes, I would prefer to do one meeting, and as we did SPII last time, I agree with you that it would be best to do the full Board meeting this time. Please send me the information or a calendar appointment so I can save the date/time.

On Apr 6, 2017 3:13 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Hope you're well. We have an SPII committee meeting next Wednesday 4/12 at 9am. Our Committee Chair would like an update on the milestones that were presented when you last attended, and a high-level

discussion of where we're at. Are you able to attend?

My preference is to deliver that update via email to the Committee, and have you attend and present at the full Board meeting at the end of the month (April 27). Obviously it would be great to have you at both, but I understand if you can only commit to one. Please let me know as soon as possible.

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** SPBID Board mtg  
**Date:** Thursday, April 6, 2017 at 3:13:30 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png

Hi Tara,

Hope you're well. We have an SPII committee meeting next Wednesday 4/12 at 9am. Our Committee Chair would like an update on the milestones that were presented when you last attended, and a high-level discussion of where we're at. Are you able to attend?

My preference is to deliver that update via email to the Committee, and have you attend and present at the full Board meeting at the end of the month (April 27). Obviously it would be great to have you at both, but I understand if you can only commit to one. Please let me know as soon as possible.

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346



**Subject:** Fwd: Please email to all your BIDs  
**Date:** Friday, April 7, 2017 at 12:05:15 PM Pacific Daylight Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtinchamber, Wilshire Center  
**Attachments:** City Attorney info for BIDs.pdf

FYI

----- Forwarded message -----

From: **Rick Scott** <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>  
Date: Fri, Apr 7, 2017 at 12:03 PM  
Subject: Please email to all your BIDs  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Eugene Van Cise <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>

Per Miranda, please email this information from the City Attorney to all your BIDs.

--  
Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
[213.978.1121](tel:213.978.1121) direct  
[213.978.1099](tel:213.978.1099) main  
Fax [213.978.1130](tel:213.978.1130)  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

--  
Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: Weekly update

**Date:** Monday, April 3, 2017 at 12:35:40 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

And can we get an update on the property owner contact info that the database consultant is pulling together?

On 4/3/17, 10:28 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you. Has it been edited from what you shared with me last week?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

> On Apr 3, 2017, at 10:22 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

>

> Clerk has acknowledged receipt and is beginning review. I don't yet have a timetable for their review...several staff will be reviewing. Rick was out Friday but should be back today.

>

> I will catch up on any other outstanding emails starting Tuesday evening. I am in the field all day today and most of tomorrow.

**Subject:** Re: Weekly update

**Date:** Monday, April 3, 2017 at 10:28:31 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thank you. Has it been edited from what you shared with me last week?

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. 213-663-1112

c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

On Apr 3, 2017, at 10:22 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Clerk has acknowledged receipt and is beginning review. I don't yet have a timetable for their review...several staff will be reviewing. Rick was out Friday but should be back today.

I will catch up on any other outstanding emails starting Tuesday evening. I am in the field all day today and most of tomorrow.

**Subject:** Re: Update

**Date:** Friday, March 31, 2017 at 11:28:48 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thank you Tara.

How is the database contact info coming along? Can I get an update as to how far the contractor has made it through the list of top 200 assessment payers? Would love to be able to outreach to them ASAP.

---

**From:** Tara Devine <tara@devine\_strategies.com>

**Date:** Friday, March 31, 2017 at 12:46 AM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: Update

I just submitted the drafts  
to the Clerk

. They are attached. **Please do not distribute to anyone. As we go through review, these documents may change substantially.** At this point, they almost certainly contain some errors (potentially even large ones) as well, due to their inherent complexity.

We may uncover parcel changes or corrections that will  
significantly  
affect the  
final  
budget and  
final

parcel assessments herein. Based on my experience, owners can get upset over drafts vs. finals. When people see something in writing, they want to "take it to the bank." This is NOT bankable. Distributing a draft, especially a first draft, is highly likely to create questions and potentially headaches for both of us.

I ended up having to move a lot of things this week to be available for this. Now I have to pay the price for it. So please bear with me as I will be out of the office on Friday and the first half of Monday for a mix of client and personal appointments, and also stare down another client deadline for Tuesday.

On Thu, Mar 30, 2017 at 10:35 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

OK. Thank you

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, March 30, 2017 at 1:51 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Update

I just got Ed's draft ER. Tomorrow will be a busy day for me. I am hoping we can wrap and submit Thursday evening/Friday morning.

On Mar 28, 2017 12:10 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Late evening update/insight into our world. Ed discovered a \$4 error. Not hard to fix, but we will both have to replace almost all our tables and a bunch of \$ amounts in text tomorrow....we will get there but I think Weds is more realistic.

On Mar 27, 2017 11:59 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Appreciate the update

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Mar 27, 2017, at 10:55 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I have rec'd a VERY rough 1st draft from Ed as of 9pm. It still has a long way to go. He does hope to complete it tomorrow, but I don't see it being complete before tomorrow afternoon/night. I have stayed current with all the MDP edits that I can make as he has gotten me various pieces of his work, and I am 99% current on all his questions and comments except one (he raised one minor technical issue I want to think about overnight.) So I am working as concurrently with him as I can. Thankfully we have worked together a lot and this goes pretty smoothly. We will continue this tomorrow. We might finish tomorrow, but based on what remains, I expect we may not be submitting until Weds. This is based on my best estimate of the work that remains for Ed and for myself. I can estimate mine much more reliably than Ed's, so I will keep you posted.

Mon, Mar 27, 2017 at 7:56 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I have not yet rec'd a first draft ER from Ed.

Within the next two hours, I will wrap up on all the edits to the MDP that I can do for now, until I get the ER.

There will be more changes once I get the ER, and assuming no outstanding questions (which there may be), we will still each need another pass to proof and paginate/cross-reference/update table of contents, etc.

I have cleared my Tuesday in the hopes we will finish sometime tomorrow. (10am is not going to happen.)

On Mon, Mar 27, 2017 at 2:26 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Monday, March 27, 2017 at 1:33 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Update

I have the majority of Ed's charts and the general benefit calculation now, and will be working on incorporating those into my MDP first thing in the morning.

I do not yet have an ER draft, but hope to see that tomorrow. I'll keep you posted, but just know that I will not be reading almost any incoming emails tomorrow.

On Sun, Mar 26, 2017 at 2:05 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen:

I am sending this weekly update early because I expect to be working on nothing but South Park tomorrow to try to meet the Tues @ 10am deadline.

Over the past week, Ed has sent his (usual) periodic questions and we've had discussions daily about many items. I have responded to every email within a few hours, often less, to keep things moving. He originally expected to have the draft ER to me on Saturday midday. That was revised to today, and I suspect it will be very late tonight or even tomorrow morning.

As a result, I'm working on other client work today to clear the deck for Monday.

That means I won't be responding to emails for a bit. I believe I have one or two other unanswered emails from you...I will respond on those asap after we submit. Thanks for your patience as I prioritize the MDP/ER submission.

Also, no need to respond now, but it would be good (if you have not already) to have a near-final draft of the cover letter and the promotional piece. I am happy to review drafts before they are finalized if you wish. General advice is to try to keep both to one page, or no more than two. Promo should catch the eye and provide very succinct data on services most of interest to owners, and achievements since last renewal. I think petition is still a minimum of 4 weeks away, but it's always better to be ready to go.

There will also be copious printing for the packages, so documents finalized and printed early are helpful to us all. After the MDP/ER submission is done, I will loop back with you and Katie on petition package prep.

**Subject:** Re: Update

**Date:** Thursday, March 30, 2017 at 10:35:26 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

OK. Thank you

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, March 30, 2017 at 1:51 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Update

I just got Ed's draft ER. Tomorrow will be a busy day for me. I am hoping we can wrap and submit Thursday evening/Friday morning.

On Mar 28, 2017 12:10 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Late evening update/insight into our world. Ed discovered a \$4 error. Not hard to fix, but we will both have to replace almost all our tables and a bunch of \$ amounts in text tomorrow....we will get there but I think Weds is more realistic.

On Mar 27, 2017 11:59 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Appreciate the update

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. [213-663-1112](tel:213-663-1112)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Mar 27, 2017, at 10:55 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I have rec'd a VERY rough 1st draft from Ed as of 9pm. It still has a long way to go. He does hope to complete it tomorrow, but I don't see it being complete before tomorrow afternoon/night. I have stayed current with all the MDP edits that I can make as he has gotten me various pieces of his work, and I am 99% current on all his questions and comments except one (he raised one minor technical issue I want to think about overnight.) So I am working as concurrently with him as I can. Thankfully we have worked together a lot and this goes pretty smoothly. We will continue this tomorrow. We might finish tomorrow, but based on what remains, I expect we may not be submitting until Weds. This is based on my best estimate of the work that remains for Ed and for myself. I can estimate mine much more reliably than Ed's, so I will keep you posted.

Mon, Mar 27, 2017 at 7:56 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I have not yet rec'd a first draft ER from Ed.  
Within the next two hours, I will wrap up on all the edits to the MDP that I can do for now, until I get the ER.  
There will be more changes once I get the ER, and assuming no outstanding questions (which there may be), we will still each need another pass to proof and paginate/cross-reference/update table of contents, etc.

I have cleared my Tuesday in the hopes we will finish sometime tomorrow. (10am is not going to happen.)

On Mon, Mar 27, 2017 at 2:26 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, March 27, 2017 at 1:33 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Update

I have the majority of Ed's charts and the general benefit calculation now, and will be working on incorporating those into my MDP first thing in the morning.  
I do not yet have an ER draft, but hope to see that tomorrow. I'll keep you posted, but just know that I will not be reading almost any incoming emails tomorrow.

On Sun, Mar 26, 2017 at 2:05 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen:

I am sending this weekly update early because I expect to be working on nothing but South Park tomorrow to try to meet the Tues @ 10am deadline.

Over the past week, Ed has sent his (usual) periodic questions and we've had discussions daily about many items. I have responded to every email within a few hours, often less, to keep things moving. He originally expected to have the draft ER to me on Saturday midday. That was revised to today, and I suspect it will be very late tonight or even tomorrow morning.



As a result, I'm working on other client work today to clear the deck for Monday.

That means I won't be responding to emails for a bit. I believe I have one or two other unanswered emails from you...I will respond on those asap after we submit. Thanks for your patience as I prioritize the MDP/ER submission.

Also, no need to respond now, but it would be good (if you have not already) to have a near-final draft of the cover letter and the promotional piece. I am happy to review drafts before they are finalized if you wish. General advice is to try to keep both to one page, or no more than two. Promo should catch the eye and provide very succinct data on services most of interest to owners, and achievements since last renewal. I think petition is still a minimum of 4 weeks away, but it's always better to be ready to go. There will also be copious printing for the packages, so documents finalized and printed early are helpful to us all. After the MDP/ER submission is done, I will loop back with you and Katie on petition package prep.

**Subject:** Re: Update

**Date:** Monday, March 27, 2017 at 11:59:00 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Appreciate the update

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Mar 27, 2017, at 10:55 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I have rec'd a VERY rough 1st draft from Ed as of 9pm. It still has a long way to go. He does hope to complete it tomorrow, but I don't see it being complete before tomorrow afternoon/night. I have stayed current with all the MDP edits that I can make as he has gotten me various pieces of his work, and I am 99% current on all his questions and comments except one (he raised one minor technical issue I want to think about overnight.) So I am working as concurrently with him as I can. Thankfully we have worked together a lot and this goes pretty smoothly. We will continue this tomorrow. We might finish tomorrow, but based on what remains, I expect we may not be submitting until Weds. This is based on my best estimate of the work that remains for Ed and for myself. I can estimate mine much more reliably than Ed's, so I will keep you posted.

Mon, Mar 27, 2017 at 7:56 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I have not yet rec'd a first draft ER from Ed.  
Within the next two hours, I will wrap up on all the edits to the MDP that I can do for now, until I get the ER.  
There will be more changes once I get the ER, and assuming no outstanding questions (which there may be), we will still each need another pass to proof and paginate/cross-reference/update table of contents, etc.

I have cleared my Tuesday in the hopes we will finish sometime tomorrow. (10am is not going to happen.)

On Mon, Mar 27, 2017 at 2:26 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, March 27, 2017 at 1:33 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Update

I have the majority of Ed's charts and the general benefit calculation now, and will be working on incorporating those into my MDP first thing in the morning.  
I do not yet have an ER draft, but hope to see that tomorrow. I'll keep you posted, but just know that I will not be reading almost any incoming emails tomorrow.

On Sun, Mar 26, 2017 at 2:05 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen:

I am sending this weekly update early because I expect to be working on nothing but South Park tomorrow to try to meet the Tues @ 10am deadline.

Over the past week, Ed has sent his (usual) periodic questions and we've had discussions daily about many items. I have responded to every email within a few hours, often less, to keep things moving. He originally expected to have the draft ER to me on Saturday midday. That was revised to today, and I suspect it will be very late tonight or even tomorrow morning.

As a result, I'm working on other client work today to clear the deck for Monday.

That means I won't be responding to emails for a bit. I believe I have one or two other unanswered emails from you...I will respond on those asap after we submit. Thanks for your patience as I prioritize the MDP/ER submission.

Also, no need to respond now, but it would be good (if you have not already) to have a near-final draft of the cover letter and the promotional piece. I am happy to review drafts before they are finalized if you wish. General advice is to try to keep both to one page, or no more than two. Promo should catch the eye and provide very succinct data on services most of interest to owners, and achievements since last renewal. I think petition is still a minimum of 4 weeks away, but it's always better to be ready to go. There will also be copious printing for the packages, so documents finalized and printed early are helpful to us all. After the MDP/ER submission is done, I will loop back with you and Katie on petition package prep.

**Subject:** Re: Update

**Date:** Monday, March 27, 2017 at 2:26:59 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks for the update, Tara.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, March 27, 2017 at 1:33 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Update

I have the majority of Ed's charts and the general benefit calculation now, and will be working on incorporating those into my MDP first thing in the morning.

I do not yet have an ER draft, but hope to see that tomorrow. I'll keep you posted, but just know that I will not be reading almost any incoming emails tomorrow.

On Sun, Mar 26, 2017 at 2:05 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen:

I am sending this weekly update early because I expect to be working on nothing but South Park tomorrow to try to meet the Tues @ 10am deadline.

Over the past week, Ed has sent his (usual) periodic questions and we've had discussions daily about many items. I have responded to every email within a few hours, often less, to keep things moving. He originally expected to have the draft ER to me on Saturday midday. That was revised to today, and I suspect it will be very late tonight or even tomorrow morning.

As a result, I'm working on other client work today to clear the deck for Monday.

That means I won't be responding to emails for a bit. I believe I have one or two other unanswered emails from you...I will respond on those asap after we submit. Thanks for your patience as I prioritize the MDP/ER submission.

Also, no need to respond now, but it would be good (if you have not already) to have a near-final draft of the cover letter and the promotional piece. I am happy to review drafts before they are finalized if you wish. General advice is to try to keep both to one page, or no more than two. Promo should catch the eye and provide very succinct data on services most of interest to owners, and achievements since last renewal. I think petition is still a minimum of 4 weeks away, but it's always better to be ready to go. There will also be copious printing for the packages, so documents finalized and printed early are helpful to us all. After the MDP/ER submission is done, I will loop back with you and Katie on petition package prep.

**Subject:** FW: database question  
**Date:** Thursday, March 23, 2017 at 1:26:11 PM Pacific Daylight Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Hi Tara,

I was looking through the database today and noticed an error in ownership, see below. I'm nervous that there are other inaccuracies. Is this the type of things that will be verified in through the property owner research?

Thanks,

Ellen

---

**From:** Daniel Taban <daniel@jadeent.com>  
**Date:** Thursday, March 23, 2017 at 12:00 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** RE: database question

Not at all, that is 2 years old...

Owner is Olive Investment Group, LLC

**Daniel Taban**  
JADE Enterprises, LLC  
t 213.745.5191 | [daniel@jadeent.com](mailto:daniel@jadeent.com)

---

**From:** Ellen Riotto [mailto:[ellen@southpark.la](mailto:ellen@southpark.la)]  
**Sent:** Thursday, March 23, 2017 11:57 AM  
**To:** Daniel Taban <[daniel@jadeent.com](mailto:daniel@jadeent.com)>  
**Subject:** database question

Hey Daniel

I'm doing some database work today and I want to confirm that the legal owner for 1340 S Olive is CITYVIEW OLIVE HILL PARTNERS LLC

Thanks

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Weekly update

**Date:** Wednesday, March 22, 2017 at 9:10:28 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks. I spoke w Miranda last week who said that if the MDP and ER dont require extensive revisions, we could avoid manual billing.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Mar 22, 2017, at 8:43 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ed is wrapping up general benefit calculation and related charts. It certainly looks to me like most of my work will fall on the upcoming weekend.

As it turns out, Monday is a city holiday, so we are looking to submit by Tuesday 3/28 at 9 am.

On Mar 21, 2017 10:02 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

My apologies for the delay on the weekly update. I am awaiting an update from Ed, and expect I will hear from him tomorrow.

**Subject:** Re: New BID map

**Date:** Friday, March 17, 2017 at 6:12:43 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Got it. Thanks for the clarification.

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Mar 17, 2017, at 4:12 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

The Clerk specifically only wants those APNs used in the boundary description. If you read our boundary description, you will see that boundaries are described only with APNs where strictly necessary. Otherwise we use the street names, etc.

It makes it easy for them to proof the boundary description (and for any other insane person who chooses to read it for some reason.)

On Mar 17, 2017 2:16 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara. For clarification, why aren't all APNs for properties on the boundary line identified?



---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, March 15, 2017 at 4:01 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** New BID map

FYI - the map changes are complete as of this afternoon.

-- The Clerk may request changes, or we may find revisions before it becomes final.

-- You will see select APNs labeled because the Clerk asks that we label any APNs that we use in the legal boundary description of the MDP/ER.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293  
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: New BID map

**Date:** Friday, March 17, 2017 at 2:16:23 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks Tara. For clarification, why aren't all APNs for properties on the boundary line identified?

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Wednesday, March 15, 2017 at 4:01 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** New BID map

FYI - the map changes are complete as of this afternoon.

-- The Clerk may request changes, or we may find revisions before it becomes final.

-- You will see select APNs labeled because the Clerk asks that we label any APNs that we use in the legal boundary description of the MDP/ER.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: SP/SPII Joint Renewal Invoice #4

**Date:** Friday, March 17, 2017 at 2:38:53 PM Pacific Daylight Time

**From:** Katie Kiefer

**To:** Ellen Riotto, Tara Devine

Tara are you setup with EFT to receive payments quicker? Or have you been receiving checks?

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120

24/7: 866 560 9346

---

**From:** Ellen Riotto <ellen@southpark.la>

**Date:** Friday, March 17, 2017 at 12:23 PM

**To:** Tara Devine <tara@devine\_strategies.com>, Katie Kiefer <katie@southpark.la>

**Subject:** Re: SP/SPII Joint Renewal Invoice #4

Thanks Tara. This will be processed on Monday.

---

**From:** Tara Devine <tara@devine\_strategies.com>

**Date:** Friday, March 17, 2017 at 9:55 AM

**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** SP/SPII Joint Renewal Invoice #4

This is our second invoice for this project. It covers 40 main contract hours + 34 database hours (supplemental work to bring 2011 SP dbase and 2015 SPII dbase up to 2017 level.)

If you can expedite this and get it paid asap in return for our additional weekend work on the MDP/ER, I would appreciate that very much. Thank you!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: SP/SPII Joint Renewal Invoice #4

**Date:** Friday, March 17, 2017 at 12:23:41 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer

Thanks Tara. This will be processed on Monday.

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Friday, March 17, 2017 at 9:55 AM

**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** SP/SPII Joint Renewal Invoice #4

This is our second invoice for this project. It covers 40 main contract hours + 34 database hours (supplemental work to bring 2011 SP dbase and 2015 SPII dbase up to 2017 level.)

If you can expedite this and get it paid asap in return for our additional weekend work on the MDP/ER, I would appreciate that very much. Thank you!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Follow up

**Date:** Wednesday, March 15, 2017 at 11:05:22 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Yes thanks! Sorry for not replying to your email last night. Talk to you soon

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Mar 15, 2017, at 11:04 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am going to assume we are sticking with our original call time of 1:15 pm and that you will initiate it.  
3104305121 is best for me

On Mar 14, 2017 11:32 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I have booked a 10am conference call, but remain open 11-3 tomorrow. Let me know what works for you.

For the call, you can reach me at [310-430-5121](tel:310-430-5121).

On Mar 14, 2017 5:35 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am not, but I am open after 10am, all the way up until our original time.

On Mar 14, 2017 3:25 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Unfortunately not. How abt first thing tomorrow am? 8:30?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Mar 14, 2017, at 3:20 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I was really trying to squeeze it in, but my meeting is unfortunately running over time. Are you available between 6-7 or after 9pm?

On Mar 14, 2017 10:47 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
3:30 works! Thanks. What's the best number to reach you on?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Mar 14, 2017, at 9:37 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

It looks like I will have a couple of gaps and will be free 3:30-4 or 6-7. Either work?

On Mar 13, 2017 2:06 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara.

I saw Miranda on Thursday at our BID Consortium meeting, and she let me know that since the database was approved a couple weeks ago, it might be possible for us to still make the window to avoid manual billing. She seemed confident that if we submitted the ER and MDP by 3/20, her office could turn it around in time. I know it's tight, but if it's possible I'd really like to pursue. If it's a matter of higher compensation I'm open to that as well. Any chance you can talk sooner than our Wed call?

Thanks!

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, March 13, 2017 at 12:26 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Follow up

\$35/hr, but let's discuss Weds how we can be strategic about it and establish the right budget and scope.

I have very limited availability today and tomorrow due to meetings and a deadline but Weds and Thurs are pretty clear.

On Mar 13, 2017 12:22 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara wanted to circle back with you on the owner research quote.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, February 16, 2017 at 11:02 AM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Follow up

1) I should have a quote for you on property owner research by early next week.

2) The short answer to the whole bit about Rick is that is known and addressed.

3) On timeline, it is unlikely. We will continue to press to make up any time we can, but based on my past experience, it is highly unlikely.

On Feb 14, 2017 9:29 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara following up on the below details and also the rate for your contact for APN details.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA  
90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---



**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 6:11 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: Follow up

Tara had a convo with Rick Scott today regarding several items and he flagged me on a renewal update. The below may not be news to you but since Ellen and I are green to this process, everything is news to us; continue to bear with us.

He's aware that the databases are what got us behind schedule. We all know the timeline we're up against. He knows that we are prepared to default to manually billing as a last resort. He stressed to me that to get SPBID on county tax rolls, we'd need to submit no later than week 1 of April in the hopes for us to be on the agenda by May.

I gave him a brief update on the status of the MDP and that we are awaiting the ER details to submit as a complete doc in the next few weeks. Per the updated timeline from yesterday's meeting, we've allotted May-17 as the earliest of submittal. Any hope that the MDP back and forth will be minimal in March and we can submit week 1 of April? Am I completely naïve in thinking that's doable?

Also, Rick made mention that there were budget issues during the 2012 renewal process under Marco. Long story short, that the allocation of the budget category percentages didn't give SPBID enough money to run the BID. Wanted to pass this along if we need to revisit the budget categories to make sure we don't run into that problem again.

THX for the time presenting yesterday, everyone found it very informative. Give me a call to chat on the above if that's easier.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA  
90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 4:10 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

Thanks Tara. Yes, would appreciate a quote for her current rate.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, February 9, 2017 at 9:50 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

No. The only publicly available contact information are mailing addresses. Many of them are PO boxes, or addresses for registered agents, such as attorneys or accountants, etc.

I have someone that I have trained to do property owner research through a variety of sources including some paid services she subscribes to. Due to other types of public records, phone #s are much easier to find than email, although we do find email for some. Some info we find initially will be out of date. And some names are so generic, we do not find them. But I would say that we can find accurate information for more than half of the owners on the first try. (Sometimes the initial # is out of service, but we go back and dig again, and can find another.)

I will check on her current rate if you are interested; on the last one she did for me, she was \$35/hr.

On Feb 8, 2017 11:41 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439  
8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) |  
Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Follow up

**Date:** Tuesday, March 14, 2017 at 3:25:40 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Unfortunately not. How abt first thing tomorrow am? 8:30?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Mar 14, 2017, at 3:20 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I was really trying to squeeze it in, but my meeting is unfortunately running over time. Are you available between 6-7 or after 9pm?

On Mar 14, 2017 10:47 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
3:30 works! Thanks. What's the best number to reach you on?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Mar 14, 2017, at 9:37 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

It looks like I will have a couple of gaps and will be free 3:30-4 or 6-7. Either work?

On Mar 13, 2017 2:06 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara.

I saw Miranda on Thursday at our BID Consortium meeting, and she let me know that since the database was approved a couple weeks ago, it might be possible for us to still make the window to avoid manual billing. She seemed confident that if we submitted the ER and MDP by 3/20, her office could turn it around in time. I know it's tight, but if it's possible I'd really like to pursue. If it's a matter of higher compensation I'm open to that as well. Any chance you can talk sooner than our Wed call?

Thanks!

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, March 13, 2017 at 12:26 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Follow up

\$35/hr, but let's discuss Weds how we can be strategic about it and establish the right budget and scope.

I have very limited availability today and tomorrow due to meetings and a deadline but Weds and Thurs are pretty clear.

On Mar 13, 2017 12:22 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara wanted to circle back with you on the owner research quote.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, February 16, 2017 at 11:02 AM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Follow up

1) I should have a quote for you on property owner research by early next week.

2) The short answer to the whole bit about Rick is that is known and addressed.

3) On timeline, it is unlikely. We will continue to press to make up any time we can, but based on my past experience, it is highly unlikely.

On Feb 14, 2017 9:29 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara following up on the below details and also the rate for your contact for APN details.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Thursday, February 9, 2017 at 6:11 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Subject:** Re: Follow up

Tara had a convo with Rick Scott today regarding several items and he flagged me on a renewal update. The below may not be news to you but since Ellen and I are green to this process, everything is news to us; continue to bear with us.

He's aware that the databases are what got us behind schedule. We all know the timeline we're up against. He knows that we are prepared to default to manually billing as a last resort. He stressed to me that to get SPBID on county tax rolls, we'd need to submit no later than week 1 of April in the hopes for us to be on the agenda by May.

I gave him a brief update on the status of the MDP and that we are awaiting the ER details to submit as a complete doc in the next few weeks. Per the updated timeline from yesterday's meeting, we've allotted May-17 as the earliest of submittal. Any hope that the MDP back and forth will be minimal in March and we can submit week 1 of April? Am I completely naïve in thinking that's doable?

Also, Rick made mention that there were budget issues during the 2012 renewal process under Marco. Long story short, that the allocation of the budget category percentages didn't give SPBID enough money to run the BID. Wanted to pass this along if we need to revisit the budget categories to make sure we don't run into that problem again.

THX for the time presenting yesterday, everyone found it very informative. Give me a call to chat on the above if that's easier.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 4:10 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

Thanks Tara. Yes, would appreciate a quote for her current rate.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, February 9, 2017 at 9:50 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

No. The only publicly available contact information are mailing addresses. Many of them are PO boxes, or addresses for registered agents, such as attorneys or accountants, etc.



I have someone that I have trained to do property owner research through a variety of sources including some paid services she subscribes to. Due to other types of public records, phone #s are much easier to find than email, although we do find email for some. Some info we find initially will be out of date. And some names are so generic, we do not find them. But I would say that we can find accurate information for more than half of the owners on the first try. (Sometimes the initial # is out of service, but we go back and dig again, and can find another.)

I will check on her current rate if you are interested; on the last one she did for me, she was \$35/hr.

On Feb 8, 2017 11:41 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram  
@SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: Follow up

**Date:** Tuesday, March 14, 2017 at 10:47:29 AM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

3:30 works! Thanks. What's the best number to reach you on?

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Mar 14, 2017, at 9:37 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

It looks like I will have a couple of gaps and will be free 3:30-4 or 6-7. Either work?

On Mar 13, 2017 2:06 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara.

I saw Miranda on Thursday at our BID Consortium meeting, and she let me know that since the database was approved a couple weeks ago, it might be possible for us to still make the window to avoid manual billing. She seemed confident that if we submitted the ER and MDP by 3/20, her office could turn it around in time. I know it's tight, but if it's possible I'd really like to pursue. If it's a matter of higher compensation I'm open to that as well. Any chance you can talk sooner than our Wed call?

Thanks!

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, March 13, 2017 at 12:26 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Follow up

\$35/hr, but let's discuss Weds how we can be strategic about it and establish the right budget and scope.

I have very limited availability today and tomorrow due to meetings and a deadline but Weds and Thurs are pretty clear.

On Mar 13, 2017 12:22 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara wanted to circle back with you on the owner research quote.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, February 16, 2017 at 11:02 AM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Follow up

- 1) I should have a quote for you on property owner research by early next week.
- 2) The short answer to the whole bit about Rick is that is known and addressed.
- 3) On timeline, it is unlikely. We will continue to press to make up any time we can, but based on my past experience, it is highly unlikely.

On Feb 14, 2017 9:29 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara following up on the below details and also the rate for your contact for APN details.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 6:11 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: Follow up

Tara had a convo with Rick Scott today regarding several items and he flagged me on a renewal update. The below may not be news to you but since Ellen and I are green to this process, everything is news to us; continue to bear with us.

He's aware that the databases are what got us behind schedule. We all know the timeline we're up against. He knows that we are prepared to default to manually billing as a last resort. He stressed to me that to get SPBID on county tax rolls, we'd need to submit no later than week 1 of April in the hopes for us to be on the agenda by May.

I gave him a brief update on the status of the MDP and that we are awaiting the ER details to submit as a complete doc in the next few weeks. Per the updated timeline from yesterday's meeting, we've allotted May-17 as the earliest of submittal. Any hope that the MDP back and forth will be minimal in March and we can submit week 1 of April? Am I completely naïve in thinking that's doable?

Also, Rick made mention that there were budget issues during the 2012 renewal process under Marco. Long story short, that the allocation of the budget category percentages didn't give SPBID enough money to run the BID. Wanted to pass this along if we need to revisit the budget categories to make sure we don't run into that problem again.

THX for the time presenting yesterday, everyone found it very informative. Give me a call to chat on the above if that's easier.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 4:10 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

Thanks Tara. Yes, would appreciate a quote for her current rate.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, February 9, 2017 at 9:50 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

No. The only publicly available contact information are mailing addresses. Many of them are PO boxes, or addresses for registered agents, such as attorneys or accountants, etc.

I have someone that I have trained to do property owner research through a variety of sources including some paid services she subscribes to. Due to other types of public records, phone #s are much easier to find than email, although we do find email for some. Some info we find initially will be out of date. And some names are so generic, we do not find them. But I would say that we can find accurate information for more than half of the owners on the first try. (Sometimes the initial # is out of service, but we go back and dig again, and can find another.)

I will check on her current rate if you are interested; on the last one she did for me, she was \$35/hr.

On Feb 8, 2017 11:41 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Follow up

**Date:** Monday, March 13, 2017 at 2:06:19 PM Pacific Daylight Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks Tara.

I saw Miranda on Thursday at our BID Consortium meeting, and she let me know that since the database was approved a couple weeks ago, it might be possible for us to still make the window to avoid manual billing. She seemed confident that if we submitted the ER and MDP by 3/20, her office could turn it around in time. I know it's tight, but if it's possible I'd really like to pursue. If it's a matter of higher compensation I'm open to that as well. Any chance you can talk sooner than our Wed call?

Thanks!

Ellen

---



**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Monday, March 13, 2017 at 12:26 PM  
**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Follow up

\$35/hr, but let's discuss Weds how we can be strategic about it and establish the right budget and scope.

I have very limited availability today and tomorrow due to meetings and a deadline but Weds and Thurs are pretty clear.

On Mar 13, 2017 12:22 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara wanted to circle back with you on the owner research quote.

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)  
  
24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Thursday, February 16, 2017 at 11:02 AM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Follow up

- 1) I should have a quote for you on property owner research by early next week.
- 2) The short answer to the whole bit about Rick is that is known and addressed.
- 3) On timeline, it is unlikely. We will continue to press to make up any time we can, but based on my past experience, it is highly unlikely.

On Feb 14, 2017 9:29 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara following up on the below details and also the rate for your contact for APN details.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)  
  
24/7: [866 560 9346](tel:8665609346)

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 6:11 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Subject:** Re: Follow up

Tara had a convo with Rick Scott today regarding several items and he flagged me on a renewal update. The below may not be news to you but since Ellen and I are green to this process, everything is news to us; continue to bear with us.

He's aware that the databases are what got us behind schedule. We all know the timeline we're up against. He knows that we are prepared to default to manually billing as a last resort. He stressed to me that to get SPBID on county tax rolls, we'd need to submit no later than week 1 of April in the hopes for us to be on the agenda by May.

I gave him a brief update on the status of the MDP and that we are awaiting the ER details to submit as a complete doc in the next few weeks. Per the updated timeline from yesterday's meeting, we've allotted May-17 as the earliest of submittal. Any hope that the MDP back and forth will be minimal in March and we can submit week 1 of April? Am I completely naïve in thinking that's doable?

Also, Rick made mention that there were budget issues during the 2012 renewal process under Marco. Long story short, that the allocation of the budget category percentages didn't give SPBID enough money to run the BID. Wanted to pass this along if we need to revisit the budget categories to make sure we don't run into that problem again.

THX for the time presenting yesterday, everyone found it very informative. Give me a call to chat on the above if that's easier.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 4:10 PM  
**To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

Thanks Tara. Yes, would appreciate a quote for her current rate.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Thursday, February 9, 2017 at 9:50 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

No. The only publicly available contact information are mailing addresses. Many of them are PO boxes, or addresses for registered agents, such as attorneys or accountants, etc.

I have someone that I have trained to do property owner research through a variety of sources including some paid services she subscribes to. Due to other types of public records, phone #s are much easier to find than email, although we do find email for some. Some info we find initially will be out of date. And some names are so generic, we do not find them. But I would say that we can find accurate information for more than half of the owners on the first try. (Sometimes the initial # is out of service, but we go back and dig again, and can find another.)

I will check on her current rate if you are interested; on the last one she did for me, she was \$35/hr.

On Feb 8, 2017 11:41 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Follow up  
**Date:** Monday, March 13, 2017 at 12:21:57 PM Pacific Daylight Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto  
**Attachments:** image001.png

Tara wanted to circle back with you on the owner research quote.

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Thursday, February 16, 2017 at 11:02 AM  
**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Follow up

- 1) I should have a quote for you on property owner research by early next week.
- 2) The short answer to the whole bit about Rick is that is known and addressed.
- 3) On timeline, it is unlikely. We will continue to press to make up any time we can, but based on my past experience, it is highly unlikely.

On Feb 14, 2017 9:29 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara following up on the below details and also the rate for your contact for APN details.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 6:11 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Subject:** Re: Follow up

Tara had a convo with Rick Scott today regarding several items and he flagged me on a renewal update. The below may not be news to you but since Ellen and I are green to this process, everything is news to us; continue to bear with us.

He's aware that the databases are what got us behind schedule. We all know the timeline we're up against. He knows that we are prepared to default to manually billing as a last resort. He stressed to me that to get SPBID on county tax rolls, we'd need to submit no later than week 1 of April in the hopes for us to be on the agenda by May.

I gave him a brief update on the status of the MDP and that we are awaiting the ER details to submit as a

complete doc in the next few weeks. Per the updated timeline from yesterday's meeting, we've allotted May-17 as the earliest of submittal. Any hope that the MDP back and forth will be minimal in March and we can submit week 1 of April? Am I completely naïve in thinking that's doable?

Also, Rick made mention that there were budget issues during the 2012 renewal process under Marco. Long story short, that the allocation of the budget category percentages didn't give SPBID enough money to run the BID. Wanted to pass this along if we need to revisit the budget categories to make sure we don't run into that problem again.

THX for the time presenting yesterday, everyone found it very informative. Give me a call to chat on the above if that's easier.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, February 9, 2017 at 4:10 PM  
**To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

Thanks Tara. Yes, would appreciate a quote for her current rate.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Thursday, February 9, 2017 at 9:50 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: Follow up

No. The only publicly available contact information are mailing addresses. Many of them are PO boxes, or addresses for registered agents, such as attorneys or accountants, etc.

I have someone that I have trained to do property owner research through a variety of sources including some paid services she subscribes to. Due to other types of public records, phone #s are much easier to find than email, although we do find email for some. Some info we find initially will be out of date. And some names are so generic, we do not find them. But I would say that we can find accurate information for more than half of the owners on the first try. (Sometimes the initial # is out of service, but we go back and dig again, and can find another.)

I will check on her current rate if you are interested; on the last one she did for me, she was \$35/hr.

On Feb 8, 2017 11:41 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

| Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Follow up  
**Date:** Tuesday, February 14, 2017 at 9:29:11 AM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Ellen Riotto, Tara Devine  
**Attachments:** image001.png

Tara following up on the below details and also the rate for your contact for APN details.

Katie Kiefer  
South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Katie Kiefer <katie@southpark.la>  
**Date:** Thursday, February 9, 2017 at 6:11 PM  
**To:** Ellen Riotto <ellen@southpark.la>, Tara Devine <tara@devine\_strategies.com>  
**Subject:** Re: Follow up

Tara had a convo with Rick Scott today regarding several items and he flagged me on a renewal update. The below may not be news to you but since Ellen and I are green to this process, everything is news to us; continue to bear with us.

He's aware that the databases are what got us behind schedule. We all know the timeline we're up against. He knows that we are prepared to default to manually billing as a last resort. He stressed to me that to get SPBID on county tax rolls, we'd need to submit no later than week 1 of April in the hopes for us to be on the agenda by May.

I gave him a brief update on the status of the MDP and that we are awaiting the ER details to submit as a complete doc in the next few weeks. Per the updated timeline from yesterday's meeting, we've allotted May-17 as the earliest of submittal. Any hope that the MDP back and forth will be minimal in March and we can submit week 1 of April? Am I completely naïve in thinking that's doable?

Also, Rick made mention that there were budget issues during the 2012 renewal process under Marco. Long story short, that the allocation of the budget category percentages didn't give SPBID enough money to run the BID. Wanted to pass this along if we need to revisit the budget categories to make sure we don't run into that problem again.

THX for the time presenting yesterday, everyone found it very informative. Give me a call to chat on the above if that's easier.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Thursday, February 9, 2017 at 4:10 PM  
**To:** Tara Devine <tara@devine\_strategies.com>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Follow up

Thanks Tara. Yes, would appreciate a quote for her current rate.

---



**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Thursday, February 9, 2017 at 9:50 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Follow up

No. The only publicly available contact information are mailing addresses. Many of them are PO boxes, or addresses for registered agents, such as attorneys or accountants, etc.

I have someone that I have trained to do property owner research through a variety of sources including some paid services she subscribes to. Due to other types of public records, phone #s are much easier to find than email, although we do find email for some. Some info we find initially will be out of date. And some names are so generic, we do not find them. But I would say that we can find accurate information for more than half of the owners on the first try. (Sometimes the initial # is out of service, but we go back and dig again, and can find another.)

I will check on her current rate if you are interested; on the last one she did for me, she was \$35/hr.

On Feb 8, 2017 11:41 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Follow up  
**Date:** Thursday, February 9, 2017 at 6:11:13 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Ellen Riotto, Tara Devine  
**Attachments:** image001.png

Tara had a convo with Rick Scott today regarding several items and he flagged me on a renewal update. The below may not be news to you but since Ellen and I are green to this process, everything is news to us; continue to bear with us.

He's aware that the databases are what got us behind schedule. We all know the timeline we're up against. He knows that we are prepared to default to manually billing as a last resort. He stressed to me that to get SPBID on county tax rolls, we'd need to submit no later than week 1 of April in the hopes for us to be on the agenda by May.

I gave him a brief update on the status of the MDP and that we are awaiting the ER details to submit as a complete doc in the next few weeks. Per the updated timeline from yesterday's meeting, we've allotted May-17 as the earliest of submittal. Any hope that the MDP back and forth will be minimal in March and we can submit week 1 of April? Am I completely naïve in thinking that's doable?

Also, Rick made mention that there were budget issues during the 2012 renewal process under Marco. Long story short, that the allocation of the budget category percentages didn't give SPBID enough money to run the BID. Wanted to pass this along if we need to revisit the budget categories to make sure we don't run into that problem again.

THX for the time presenting yesterday, everyone found it very informative. Give me a call to chat on the above if that's easier.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Thursday, February 9, 2017 at 4:10 PM  
**To:** Tara Devine <tara@devine\_strategies.com>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Follow up

Thanks Tara. Yes, would appreciate a quote for her current rate.

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Thursday, February 9, 2017 at 9:50 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Follow up

No. The only publicly available contact information are mailing addresses. Many of them are PO boxes, or addresses for registered agents, such as attorneys or accountants, etc.

I have someone that I have trained to do property owner research through a variety of sources including some paid services she subscribes to. Due to other types of public records, phone #s are much easier to find than email, although we do find email for some. Some info we find initially will be out of date. And some names are so generic, we do not find them. But I would say that we can find accurate information for more than half of the owners on the first try. (Sometimes the initial # is out of service, but we go back and dig again, and can find another.)

I will check on her current rate if you are interested; on the last one she did for me, she was \$35/hr.

On Feb 8, 2017 11:41 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from

County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: Follow up  
**Date:** Thursday, February 9, 2017 at 4:10:26 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Thanks Tara. Yes, would appreciate a quote for her current rate.

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Thursday, February 9, 2017 at 9:50 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: Follow up

No. The only publicly available contact information are mailing addresses. Many of them are PO boxes, or addresses for registered agents, such as attorneys or accountants, etc.

I have someone that I have trained to do property owner research through a variety of sources including

some paid services she subscribes to. Due to other types of public records, phone #s are much easier to find than email, although we do find email for some. Some info we find initially will be out of date. And some names are so generic, we do not find them. But I would say that we can find accurate information for more than half of the owners on the first try. (Sometimes the initial # is out of service, but we go back and dig again, and can find another.)

I will check on her current rate if you are interested; on the last one she did for me, she was \$35/hr.

On Feb 8, 2017 11:41 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



SOUTH PARK  
THE PLACE TO BE

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Follow up  
**Date:** Wednesday, February 8, 2017 at 11:41:20 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Hi Tara,

First, thanks again for coming in and presenting to our SPII committee today. Very useful, and I'm glad all the info is out there now.

Katie and I are touching base and a question came up: is it possible to get contact info for owners from County Assessor's Office? It would be so helpful to have a phone number and/or email address. Does this info exist anywhere?

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southparl.la](mailto:southparl.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Budget  
**Date:** Friday, March 10, 2017 at 11:57:53 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png

Thoughts/advice are what I'm looking for! How about Wed at 1:15pm?

Thanks!

---

**From:** Tara Devine <tara@devine strategies.com>  
**Date:** Friday, March 10, 2017 at 10:56 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Budget

We are moving into management consulting services here, rather than renewal services (this is more so about long-term planning than renewal.) I don't have a simple answer for you, but I do have some thoughts/advice.

I can do a call on Weds. anytime after 11, Thurs after 2pm, or Fri anytime.

On Mar 9, 2017 10:15 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

I'd like to have a quick convo with you regarding budget for renewal. I'm asking our clean and safe vendors to help project services needed from 2018-2023, based on known development/growth. In your experience, is this the appropriate approach? Or should we take the assessment and work our way backwards?

Thanks for the insight

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Budget  
**Date:** Thursday, March 9, 2017 at 10:15:36 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png

Hi Tara,

I'd like to have a quick convo with you regarding budget for renewal. I'm asking our clean and safe vendors to help project services needed from 2018-2023, based on known development/growth. In your experience, is this the appropriate approach? Or should we take the assessment and work our way backwards?

Thanks for the insight

Ellen

Ellen Riotto  
Interim Executive Director





South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Weekly update  
**Date:** Wednesday, March 8, 2017 at 2:45:01 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine

Got it.

Thanks!

---

**From:** Tara Devine <[tara@devinestrategies.com](mailto:tara@devinestrategies.com)>  
**Date:** Wednesday, March 8, 2017 at 8:13 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Weekly update

I will ask Ed if he has an estimate. At this juncture, the timeline is more than 50% up to him. My remaining work will be done spread out over the course of his timeline, 4 hours here, a day there, etc.

On Mar 7, 2017 6:50 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

So the next big bench mark is submitting to clerks office for approval, then we send out petitions? Realistically, how many weeks away is that, considering the remaining tables and analyses?

Thanks

Ellen

-----

Ellen Riotto  
Interim Executive Director  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Mar 7, 2017, at 3:23 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I update my MDP - with an approved database, I can do more than half of my tables, and insert most missing #s. I hope to be working on this late this week/early next.

Simultaneously, Ed will then be able to work on a few other tables and the general benefit analysis.

Then we go back and forth a couple of times with our documents (various questions for each other and usually 2 rounds of edits), as some of his ER content comes from my MDP, and also vice versa.

Once our documents are complete and integration is resolved, we can submit to the city.

On Mar 7, 2017 2:52 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara.

After City Clerk approves, what are next steps?

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, March 7, 2017 at 8:57 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Weekly update

In the 4th sentence, "is" should read "if."

On Tue, Mar 7, 2017 at 8:56 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

The database is under review by the Clerk. They sent a list of 14 parcels that they asked Ed to look at, which Ed already has, and responded. Those are resolved. I am trying to ascertain from the Clerk if those are interim edits or final edits. I will update when I hear back. Final edits would allow Ed to work on the ER, and also allow me to begin plugging in

the tables and numbers in my MDP.

The new combined map for the MDP/ER is nearly complete. There is one correction that needs to be made, and the map APNs need to be relabeled in the way the Clerk prefers them to be shown. I expect that will be complete this week.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Weekly update

**Date:** Tuesday, March 7, 2017 at 3:50:12 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

So the next big bench mark is submitting to clerks office for approval, then we send out petitions? Realistically, how many weeks away is that, considering the remaining tables and analyses?

Thanks

Ellen

-----

Ellen Riotto

Interim Executive Director

South Park BID

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

o. 213-663-1112

c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Mar 7, 2017, at 3:23 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I update my MDP - with an approved database, I can do more than half of my tables, and insert most missing #s. I hope to be working on this late this week/early next.

Simultaneously, Ed will then be able to work on a few other tables and the general benefit analysis.

Then we go back and forth a couple of times with our documents (various questions for each other and usually 2 rounds of edits), as some of his ER content comes from my MDP, and also vice versa.

Once our documents are complete and integration is resolved, we can submit to the city.

On Mar 7, 2017 2:52 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara.

After City Clerk approves, what are next steps?

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, March 7, 2017 at 8:57 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Weekly update

In the 4th sentence, "is" should read "if."

On Tue, Mar 7, 2017 at 8:56 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

The database is under review by the Clerk. They sent a list of 14 parcels that they asked Ed to look at, which Ed already has, and responded. Those are resolved. I am trying to ascertain from the Clerk if those are interim edits or final edits. I will update when I hear back. Final edits would allow Ed to work on the ER, and also allow me to begin plugging in the tables and numbers in my MDP.

The new combined map for the MDP/ER is nearly complete. There is one correction that needs to be made, and the map APNs need to be relabeled in the way the Clerk prefers them to be shown. I expect that will be complete this week.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293  
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Weekly update

**Date:** Tuesday, March 7, 2017 at 11:52:39 AM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks Tara.

After City Clerk approves, what are next steps?

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Tuesday, March 7, 2017 at 8:57 AM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: Weekly update

In the 4th sentence, "is" should read "if."

On Tue, Mar 7, 2017 at 8:56 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

The database is under review by the Clerk. They sent a list of 14 parcels that they asked Ed to look at, which Ed already has, and responded. Those are resolved. I am trying to ascertain from the Clerk if those are interim edits or final edits. I will update when I hear back. Final edits would allow Ed to work on the ER, and also allow me to begin plugging in the tables and numbers in my MDP.

The new combined map for the MDP/ER is nearly complete. There is one correction that needs to be made, and the map APNs need to be relabeled in the way the Clerk prefers them to be shown. I expect that will be complete this week.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Tuesday, March 7, 2017 at 12:23:33 PM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center  
**Attachments:** BID\_20170307\_040000AM.pdf, BID\_20170307\_040000AM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Tue, Mar 7, 2017 at 12:15 PM

Subject: Fwd: LA City Planning BID Case report

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>

Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org)>

Date: Tue, Mar 7, 2017 at 4:00 AM

Subject: LA City Planning BID Case report

To:

NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Rocky Wiles, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact [Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacitp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png)

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: Update

**Date:** Wednesday, March 1, 2017 at 2:58:53 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

Great. Thanks!

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Wednesday, March 1, 2017 at 2:25 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: Update

No, that's fine with me.

On Mar 1, 2017 1:53 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:



Thanks for the update, Tara.

Wanted to run something by you: after the board meeting last week, Paul Keller asked that I give Mack Urban weekly updates on this. Are you ok with me using the language you send to me as my update, or would you rather I repurpose?

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Wednesday, March 1, 2017 at 1:47 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Update

Good news: Ed actually submitted the database yesterday, a day ahead of schedule.

Bad: The staff person who reviews it is out on jury duty today. Both he and his supervisor were out yesterday.

Good: His supervisor preliminarily reviewed it today, in his absence.

Bad: Our database is pretty huge, and complex enough that he does not want to take it over unless staff will be out beyond this week. (This is not an wholly unreasonable POV if the delay is brief; database review is very technical; there would be a learning curve for him to get up to speed, and there might be a lot more back-and-forth time with the engineer to get things squared.)

Know: I will check in every two business days until I know the database is under review so that we do not have any significant delay.

On Mon, Feb 27, 2017 at 10:34 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I just heard from Ed. Brief news, but good news. He is nearly finished and expects to re-submit the database by Weds. I will update you again then.

On Mon, Feb 27, 2017 at 8:42 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Unfortunately I have not received an update from Ed yet, although I requested one over the weekend. It is unusual not to hear from him within 24-36 hours, so I will try contacting him again and update you as soon as I hear back.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: Update

**Date:** Wednesday, March 1, 2017 at 1:53:38 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

Thanks for the update, Tara.

Wanted to run something by you: after the board meeting last week, Paul Keller asked that I give Mack Urban weekly updates on this. Are you ok with me using the language you send to me as my update, or would you rather I repurpose?

Thanks,

Ellen

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Wednesday, March 1, 2017 at 1:47 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: Update

Good news: Ed actually submitted the database yesterday, a day ahead of schedule.

Bad: The staff person who reviews it is out on jury duty today. Both he and his supervisor were out yesterday.

Good: His supervisor preliminarily reviewed it today, in his absence.

Bad: Our database is pretty huge, and complex enough that he does not want to take it over unless staff will be out beyond this week. (This is not an wholly unreasonable POV if the delay is brief; database review is very technical; there would be a learning curve for him to get up to speed, and there might be a lot more back-and-forth time with the engineer to get things squared.)

Know: I will check in every two business days until I know the database is under review so that we do not have any significant delay.

On Mon, Feb 27, 2017 at 10:34 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I just heard from Ed. Brief news, but good news. He is nearly finished and expects to re-submit the database by Weds. I will update you again then.

On Mon, Feb 27, 2017 at 8:42 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Unfortunately I have not received an update from Ed yet, although I requested one over the weekend. It is unusual not to hear from him within 24-36 hours, so I will try contacting him again and update you as soon as I hear back.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Re: SPSG SP & SPII  
**Date:** Wednesday, March 1, 2017 at 1:56:01 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png

Thanks! I'll pass that along and will let you know if they still want to set up a call.

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Wednesday, March 1, 2017 at 1:37 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: FW: SPSG SP & SPII

My short answer to the issue raised is that, per state/local BID law, the BID assessment is based on what has been recorded with the LA County Assessor. Once any residential condo subdivision has been recorded with the LA County Assessor, the residential condo rate would then apply to all those new parcels/condos. That assessment will appear on the property tax bill of the legal owner of record at the time of the bill issuance. I hope that helps.

If more information/discussion is needed, let me know. I have some availability on both Tues and Weds next week.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Wed, Mar 1, 2017 at 10:45 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Please see below. Can you let me know some times that work for you next week to jump on a call with Mack Urban?

Thanks,

Ellen

---

**From:** Mark Wareham <[mwareham@mackurban.com](mailto:mwareham@mackurban.com)>  
**Date:** Wednesday, March 1, 2017 at 8:50 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Paul Keller <[pkeller@mackurban.com](mailto:pkeller@mackurban.com)>, Kevin Lindquist <[klindquist@mackurban.com](mailto:klindquist@mackurban.com)>, John Gunn <[jgunn@mackurban.com](mailto:jgunn@mackurban.com)>, Paul Chambers <[pchambers@mucommunities.com](mailto:pchambers@mucommunities.com)>  
**Subject:** SPSG SP & SPII

Hello Ellen,

**Further to the February 8<sup>th</sup> SPSG South Park BID II Committee meeting, please schedule a meeting with Divine Strategies to confirm apartment projects are properly assessed consistent with State and City requirements as outlined below.**

**Subdivisions of property are created by subdivision maps and are regulated by both the California Government Code (Subdivision Map Act) and the City of Los Angeles (Subdivision Ordinance in the LAMC).**

**Creating subdivided property – whether for single-family home ownership or condominium ownership – starts with the filing of a tentative tract map. Tentative tract maps can be “vesting” or “non-vesting” tract maps. Filing a vesting tentative tract map gives a vested right to the subdivider/applicant to complete the development proposal, and for this reason, a non-vesting tract map is almost never filed (certainly not in the City of LA).**

**As mentioned above, a vesting tentative tract map can be filed for single-family developments (think of fee simple homes sitting on their own plots of land) or they can be filed for condominium ownership. Although it’s possible that condominium ownership can apply to detached housing units, typically such units are attached and they often look like apartment buildings. In those cases, while the units might appear to be rental units, they do, in fact, have individual home ownership where each owner owns his condo unit and also a part of the common areas within the project.**

**Sometimes, vesting tentative tract maps create airspace lots. These lots are different from condominium ownership. In the simplest terms airspace lots create cubes of ownership in three dimensions. Typically, such vesting tentative tract maps would create airspace lots for different uses with a building. For example, a subdivider might create an airspace lot for subterranean parking, another airspace lot for ground floor retail space, and a third airspace lot for residential units above the ground floor.**

**Such vesting tentative tract map with airspace lots may or may not have condominium units. For example, if an airspace subdivision map created a lot for residential purposes, that airspace lot might contain apartment units or might contain condominium units.**

**A (vesting) tentative tract map is a discretionary process and requires a public hearing. Once the tentative map is approved, the subdivider must then clear the conditions of approval and begin to prepare the final tract map. The final tract map is not discretionary. That is, the final map cannot be denied by the City if all the conditions of the tentative tract map have been cleared. Once the final map is approved by the City Council, it then is recorded with the County Recorder.**

**Upon recordation of the final tract map, the subdivider can then legally sell “parts” (or separate lots) of the subdivided property. For example, if a final map is recorded for individual single-family lots, then these lots can be sold to separate buyers. If the tract map was for an airspace subdivision, then individual airspace lots can be sold. If the tract map was for condominium purposes, then individual condo units can be sold.**

**Condominium units are only sold after a condominium plan is prepared and recorded and processed through the California Department of Real Estate.**

**Finally, developers often seek this approval as an “exit strategy” because there is really no additional cost for the privilege of selling condo units if the developer eventually chooses to do so; and with the condo approval, the developer can sell individual units in the future without going through any City discretionary approval process. (This is based on currently planning legislation.) What developers will do, then, is seek a building permit and certificate of occupancy for apartments (this allows the developer to begin construction prior to the final**

map recordation). However, in order to sell the units as condos, he will have to obtain a revised certificate of occupancy for condominiums from the Building Department.

Therefore, consistent with State and City requirements, the MDP needs to be clear that apartment projects will be assessed as “apartments” unless or until a condominium plan is prepared, recorded and processed through the California Department of Real Estate.

Thank you,

**Mark**

**MARK A. WAREHAM**

Senior Vice President, Planning & Design

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T [213 542 4322](tel:2135424322)

C [818 621 2896](tel:8186212896)

F [213 437 0474](tel:2134370474)

[mwareham@mackurban.com](mailto:mwareham@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E-Mail Privacy/Confidentiality Notice](#)

**Subject:** FW: SPSG SP & SPII  
**Date:** Wednesday, March 1, 2017 at 10:45:25 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png

Hi Tara,

Please see below. Can you let me know some times that work for you next week to jump on a call with Mack Urban?

Thanks,

Ellen

---

**From:** Mark Wareham <mwareham@mackurban.com>

**Date:** Wednesday, March 1, 2017 at 8:50 AM

**To:** Ellen Riotto <ellen@southpark.la>

**Cc:** Paul Keller <pkeller@mackurban.com>, Kevin Lindquist <klindquist@mackurban.com>, John Gunn <jgunn@mackurban.com>, Paul Chambers <pchambers@mucommunities.com>

**Subject:** SPSG SP & SPII

Hello Ellen,

Further to the February 8<sup>th</sup> SPSG South Park BID II Committee meeting, please schedule a meeting with Divine Strategies to confirm apartment projects are properly assessed consistent with State and City requirements as outlined below.

Subdivisions of property are created by subdivision maps and are regulated by both the California Government Code (Subdivision Map Act) and the City of Los Angeles (Subdivision Ordinance in the LAMC).

Creating subdivided property – whether for single-family home ownership or condominium ownership – starts with the filing of a tentative tract map. Tentative tract maps can be “vesting” or “non-vesting” tract maps. Filing a vesting tentative tract map gives a vested right to the subdivider/applicant to complete the development proposal, and for this reason, a non-vesting tract map is almost never filed (certainly not in the City of LA).

As mentioned above, a vesting tentative tract map can be filed for single-family developments (think of fee simple homes sitting on their own plots of land) or they can be filed for condominium ownership. Although it’s possible that condominium ownership can apply to detached housing units, typically such units are attached and they often look like apartment buildings. In those cases, while the units might appear to be rental units, they do, in fact, have individual home ownership where each owner owns his condo unit and also a part of the common areas within the project.

Sometimes, vesting tentative tract maps create airspace lots. These lots are different from condominium ownership. In the simplest terms airspace lots create cubes of ownership in three dimensions. Typically, such vesting tentative tract maps would create airspace lots for different uses with a building. For example, a subdivider might create an airspace lot for subterranean parking, another airspace lot for ground floor retail space, and a third airspace lot for residential units above the ground floor.

Such vesting tentative tract map with airspace lots may or may not have condominium units. For example,



if an airspace subdivision map created a lot for residential purposes, that airspace lot might contain apartment units or might contain condominium units.

A (vesting) tentative tract map is a discretionary process and requires a public hearing. Once the tentative map is approved, the subdivider must then clear the conditions of approval and begin to prepare the final tract map. The final tract map is not discretionary. That is, the final map cannot be denied by the City if all the conditions of the tentative tract map have been cleared. Once the final map is approved by the City Council, it then is recorded with the County Recorder.

Upon recordation of the final tract map, the subdivider can then legally sell “parts” (or separate lots) of the subdivided property. For example, if a final map is recorded for individual single-family lots, then these lots can be sold to separate buyers. If the tract map was for an airspace subdivision, then individual airspace lots can be sold. If the tract map was for condominium purposes, then individual condo units can be sold.

Condominium units are only sold after a condominium plan is prepared and recorded and processed through the California Department of Real Estate.

Finally, developers often seek this approval as an “exit strategy” because there is really no additional cost for the privilege of selling condo units if the developer eventually chooses to do so; and with the condo approval, the developer can sell individual units in the future without going through any City discretionary approval process. (This is based on currently planning legislation.) What developers will do, then, is seek a building permit and certificate of occupancy for apartments (this allows the developer to begin construction prior to the final map recordation). However, in order to sell the units as condos, he will have to obtain a revised certificate of occupancy for condominiums from the Building Department.

Therefore, consistent with State and City requirements, the MDP needs to be clear that apartment projects will be assessed as “apartments” unless or until a condominium plan is prepared, recorded and processed through the California Department of Real Estate.

Thank you,

Mark

**MARK A. WAREHAM**

Senior Vice President, Planning & Design

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T 213 542 4322

C 818 621 2896

F 213 437 0474

[mwareham@mackurban.com](mailto:mwareham@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

**Subject:** Fwd: Release of Citywide Economic Development Strategy Request for Proposals  
**Date:** Monday, February 27, 2017 at 2:56:31 PM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtinchamber, Wilshire Center  
**Attachments:** FOR RELEASE - EWDD Econ Dev RFP 2-23-17.pdf

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Mon, Feb 27, 2017 at 2:52 PM

Subject: Fwd: Release of Citywide Economic Development Strategy Request for Proposals

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>

Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>, Jasmine Ramos <[jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org)>

----- Forwarded message -----

From: **Estella Sepulveda-Catanzarite** <[stella.catanzarite@lacity.org](mailto:stella.catanzarite@lacity.org)>

Date: Fri, Feb 24, 2017 at 4:08 PM

Subject: Release of Citywide Economic Development Strategy Request for Proposals

To: Andrew Thomas <[andrew@thewestwoodvillage.com](mailto:andrew@thewestwoodvillage.com)>, Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Cc: Cathy Castro <[cathy.castro@lacity.org](mailto:cathy.castro@lacity.org)>

Dear Andrew and Miranda-

Please see the attached for information on the just-released Citywide Economic Development Strategy Request for Proposals (RFP).

I would appreciate your sharing this information with your BID members

Thanks Stella

--

**Stella Catanzarite**

Economic and Workforce Development Dept

1200 W. 7th St-6th floor-LA 90017

[stella.catanzarite@lacity.org](mailto:stella.catanzarite@lacity.org)

Phone Number-[213-744-9065](tel:213-744-9065)

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Fwd: New Service: Exodus Recovery Sobering Center  
**Date:** Thursday, February 23, 2017 at 12:39:39 PM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingttonchamber, Wilshire Center  
**Attachments:** Final Brochure.pdf

FYI BID information

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Thu, Feb 23, 2017 at 12:37 PM

Subject: Fwd: New Service: Exodus Recovery Sobering Center

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>

Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

Hello.

Please forward this information to your BIDs that do not attend the meetings.

Thank you.

----- Forwarded message -----

From: <[jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org)>

Date: Fri, Feb 17, 2017 at 2:55 PM

Subject: New Service: Exodus Recovery Sobering Center

To: [jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org)

Good Afternoon,

I hope this email finds you all well and dry. Exodus Recovery Sobering Center is set to present at our May meeting, however, given the nature of their organization I'd like to provide you with some general information in the meantime. Please see the information below. If you'd like to arrange a presentation for your individual BID before May, you can contact either Hilary Aquino (Program Director) [haquino@exodusrecovery.com](mailto:haquino@exodusrecovery.com) or Lezlie Murch (Senior Vice-President) [lmurch@exodusrecovery.com](mailto:lmurch@exodusrecovery.com).

Have a great weekend,

Jasmine Ramos

Project Manager

LA Fashion District BID

110 E 9<sup>th</sup> St, Suite A1175

[213-488-1153 ext. 713](tel:213-488-1153)

---

The Sobering Center is open to referrals from all of the BID street patrol officers. BID staff/officers can contact the Sobering Center at the following phone number [\(213\) 395-7700](tel:213-395-7700) and we can meet them at a location where an intoxicated individual is loitering/sleeping, etc. We also have a van and can pick up clients.

It is important to note that our services are VOLUNTARY and the Sobering Center is not a medical/detox facility. We

do not administer detox medication. A client must be medically stable as well. We do have nursing staff on hand in case of potential medical issues arising during a stay but the Sobering Center is not a physical health clinic.

In brief the Sobering Center model:

- Located at 640 Maple Street the 50-bed facility diverts chronically inebriated individuals that may have otherwise been taken to the Emergency Department or Jail by fire or law enforcement and offer a safe and secure place for clients.
- The Sobering Center will serve the skid row community in downtown Los Angeles. Access to the SC is by a referring agency only, e.g., law enforcement, downtown outreach teams, community workers, BID staff. The Sobering Center will not take walk-ins.
- 24-hour/7-day operation with nursing care
- Linkage to services including detox and residential options will be provided upon discharge

You will find attached a brochure with further information.

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Thursday, February 23, 2017 at 12:37:30 PM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center

**Attachments:** BID\_20170221\_040001AM.pdf, BID\_20170221\_040001AM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Thu, Feb 23, 2017 at 12:21 PM

Subject: Fwd: LA City Planning BID Case report

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>

Cc: "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>, "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org)>

Date: Tue, Feb 21, 2017 at 4:00 AM

Subject: LA City Planning BID Case report

To:

NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Rocky Wiles, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact [Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott

Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: Weekly update  
**Date:** Tuesday, February 21, 2017 at 8:56:50 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine

Thanks Tara.

Check out the VLOOKUP Excel formula it'll solve the problem you're having with the notes from City Clerk.



**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, February 21, 2017 at 5:39 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Weekly update

From Ed: I am still plugging away on the SP dbase corrections - many of the corrections needed are related to the sort disaster I had back a few months that I thought were all corrected in mid-December, but I didn't catch them all. Others are the City Clerk not applying the formula correctly in the SP I zones - so I am having to check and respond to each of those. I will give you another update this week as I continue to sift through all of the Clerk's notes. It's tricky because the Clerk - rather than just adding a column with his notes and another with new data to my dbase - he set up a brand new dbase just with select columns and re-sorted in a different order than mine - so in order to make the corrections on my version - I have to keep browsing through the 2000+ APNs to sync his corrections to my dbase.

No updates this week on my end as I wait for Ed and Clerk's office on database.

My apologies - I do not think I sent an update on 2/6. I think that because we had the Board meeting that week, I thought of that as an in-person update in lieu of a written one.

I will send updates each Monday unless Monday is a holiday (then Tuesday.) If I have a particularly busy Monday (usually if I am out of the office,) I may send it on Sunday night or after business hours on Monday evening.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

**Subject:** Accepted: Invitation: SP/SPII: Call - Ellen & Tara @ Tue Feb 21, 2017 11:30am - 12:30pm (PST)  
(ellen@southpark.la)  
**Date:** Friday, February 17, 2017 at 11:41:51 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine

**Subject:** Re: Emails

**Date:** Friday, February 17, 2017 at 11:36:37 AM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer

OK. I'll give you a call on Tuesday at 11:30am.

Thanks and have a good weekend.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Friday, February 17, 2017 at 10:52 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Emails

Unfortunately, I have a conflict that does not allow me to be present or to call in on Thurs. Let's discuss on our Tuesday call how best to handle.

On Feb 16, 2017 3:16 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Sorry for that typo. The Board meeting is Thursday 2/23. Are you available to call in?

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, February 16, 2017 at 2:31 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Emails

Sorry for the confusion. Two threads in one email. Yes, Tuesday works for our call. Confirmed.

Below you said Thurs 2/30, but I am guessing you meant 3/30? If so, yes, I am available by phone for sure and may be available in person. I have a short trip around that time and have not yet confirmed dates.

On Feb 16, 2017 12:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

I was suggesting Tuesday 11:30am to discuss overall project management.

Separately, I'm wondering if you're available to call into the Board Mtg on Thursday 2/30 at 8:30am. Renewal needs to be on the agenda, but we can be flexible about it's placement so that you can call in.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, February 16, 2017 at 11:10 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Emails

I can call into a meeting on Tuesday at 11:30 but cannot be physically present.

Alternatively, we can schedule a conference call with those property owners who have questions.

On Feb 16, 2017 10:02 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

How's Tuesday at 11:30a?

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Wednesday, February 15, 2017 at 9:12 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Emails

I would also like to set up a call with you for next week to discuss overall project management, etc. I am fairly open on Tuesday and Thursday. Is there a time that works well for you?

On Wed, Feb 15, 2017 at 9:09 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I unfortunately have a conflict next Thursday. If you know your next Board of Directors meeting date, however, I'd be happy to pencil it in now.

I will get caught up on your other emails tomorrow and Friday.

On Tue, Feb 14, 2017 at 2:30 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, February 14, 2017 at 2:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Emails

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.

**Subject:** Re: Emails

**Date:** Thursday, February 16, 2017 at 3:16:33 PM Pacific Standard Time

**From:** Ellen Riotto  
**To:** Tara Devine

Sorry for that typo. The Board meeting is Thursday 2/23. Are you available to call in?

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, February 16, 2017 at 2:31 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Emails

Sorry for the confusion. Two threads in one email. Yes, Tuesday works for our call. Confirmed.

Below you said Thurs 2/30, but I am guessing you meant 3/30? If so, yes, I am available by phone for sure and may be available in person. I have a short trip around that time and have not yet confirmed dates.

On Feb 16, 2017 12:40 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

I was suggesting Tuesday 11:30am to discuss overall project management.

Separately, I'm wondering if you're available to call into the Board Mtg on Thursday 2/30 at 8:30am. Renewal needs to be on the agenda, but we can be flexible about it's placement so that you can call in.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, February 16, 2017 at 11:10 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Emails

I can call into a meeting on Tuesday at 11:30 but cannot be physically present.

Alternatively, we can schedule a conference call with those property owners who have questions.

On Feb 16, 2017 10:02 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

How's Tuesday at 11:30a?

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, February 15, 2017 at 9:12 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Emails

I would also like to set up a call with you for next week to discuss overall project management, etc. I am fairly open on Tuesday and Thursday. Is there a time that works well for you?

On Wed, Feb 15, 2017 at 9:09 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I unfortunately have a conflict next Thursday. If you know your next Board of Directors meeting date, however, I'd be happy to pencil it in now.  
I will get caught up on your other emails tomorrow and Friday.

On Tue, Feb 14, 2017 at 2:30 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, February 14, 2017 at 2:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Emails

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.

**Date:** Thursday, February 16, 2017 at 12:40:46 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine

I was suggesting Tuesday 11:30am to discuss overall project management.

Separately, I'm wondering if you're available to call into the Board Mtg on Thursday 2/30 at 8:30am. Renewal needs to be on the agenda, but we can be flexible about it's placement so that you can call in.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, February 16, 2017 at 11:10 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Emails

I can call into a meeting on Tuesday at 11:30 but cannot be physically present.

Alternatively, we can schedule a conference call with those property owners who have questions.

On Feb 16, 2017 10:02 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

How's Tuesday at 11:30a?

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, February 15, 2017 at 9:12 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: Emails

I would also like to set up a call with you for next week to discuss overall project management, etc. I am fairly open on Tuesday and Thursday. Is there a time that works well for you?

On Wed, Feb 15, 2017 at 9:09 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I unfortunately have a conflict next Thursday. If you know your next Board of Directors meeting date, however, I'd be happy to pencil it in now.  
I will get caught up on your other emails tomorrow and Friday.

On Tue, Feb 14, 2017 at 2:30 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, February 14, 2017 at 2:23 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Emails

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.



**Subject:** Re: Emails

**Date:** Thursday, February 16, 2017 at 10:02:55 AM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

How's Tuesday at 11:30a?

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, February 15, 2017 at 9:12 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: Emails

I would also like to set up a call with you for next week to discuss overall project management, etc. I am fairly open on Tuesday and Thursday. Is there a time that works well for you?

On Wed, Feb 15, 2017 at 9:09 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I unfortunately have a conflict next Thursday. If you know your next Board of Directors meeting date, however, I'd be happy to pencil it in now.

I will get caught up on your other emails tomorrow and Friday.

On Tue, Feb 14, 2017 at 2:30 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, February 14, 2017 at 2:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Emails

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.

**Subject:** Re: Emails

**Date:** Thursday, February 16, 2017 at 10:02:02 AM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer

Is there any chance of you calling into the meeting? I've gotten some inquiries since the SPII committee meeting and I know there will be more at the full board meeting. It would be really great to have your expertise in the room.

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Wednesday, February 15, 2017 at 9:09 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: Emails

I unfortunately have a conflict next Thursday. If you know your next Board of Directors meeting date, however, I'd be happy to pencil it in now.

I will get caught up on your other emails tomorrow and Friday.

On Tue, Feb 14, 2017 at 2:30 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, February 14, 2017 at 2:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Emails

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.

**Subject:** Re: Emails

**Date:** Thursday, February 16, 2017 at 9:46:40 AM Pacific Standard Time

**From:** Katie Kiefer

**To:** Tara Devine, Ellen Riotto

All upcoming 2017 board meeting dates are below. Considering it's a renewal year probably best for you to have all dates depending on what needs to be presented on:

4/27

6/22

8/24

10/26

If any of those dates change, will make sure to send you the updated details. THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine\_strategies.com>

**Date:** Wednesday, February 15, 2017 at 9:09 PM

**To:** Ellen Riotto <ellen@southpark.la>

**Cc:** Katie Kiefer <katie@southpark.la>

**Subject:** Re: Emails

I unfortunately have a conflict next Thursday. If you know your next Board of Directors meeting date, however, I'd be happy to pencil it in now.

I will get caught up on your other emails tomorrow and Friday.

On Tue, Feb 14, 2017 at 2:30 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Tuesday, February 14, 2017 at 2:23 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Emails

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.

**Subject:** Re: Emails

**Date:** Tuesday, February 14, 2017 at 2:30:54 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer

Totally understand. Can you confirm your availability to come to our board meeting next Thursday morning (8:30) to give a similar presentation to the one you gave at SPII Committee meeting?

Thanks,

Ellen

---

**From:** Tara Devine <tara@devine\_strategies.com>

**Date:** Tuesday, February 14, 2017 at 2:23 PM

**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** Emails

Just FYI...I have a few emails from you to which I have not yet replied.

Mon-Weds are jam-packed days in the field/car for me, but I am mostly in the office on Thurs and Fri and will get caught up then.

I spoke to Miranda yesterday and hope to speak to Rick today.

**Subject:** Re: Quick Question: SPlI Gov Parcels with \$0 assessments still receive petitions?  
**Date:** Wednesday, February 15, 2017 at 4:59:55 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Katie Kiefer, Tara Devine  
**CC:** Wallis Locke  
**Attachments:** image001.png

Correct.

---

**From:** Katie Kiefer <katie@southpark.la>  
**Date:** Wednesday, February 15, 2017 at 1:20 PM  
**To:** Tara Devine <tara@devine strategies.com>  
**Cc:** Wallis Locke <wallis@southpark.la>, Ellen Riotto <ellen@southpark.la>  
**Subject:** Quick Question: SPlI Gov Parcels with  
Regardless of the \$00.00 assessment amount, these parcels still receive petitions to vote correct?

Katie Kiefer  
Operations Manager



South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. 213 663 1120  
Check out our website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346  
assessments still receive petitions?

Regardless of the \$00.00 assessment amount, these parcels still receive petitions to vote correct?

Katie Kiefer  
Operations Manager



South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. 213 663 1120  
Check out our website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Quick Question: SPH Gov Parcels with \$0 assessments still receive petitions?  
**Date:** Wednesday, February 15, 2017 at 1:20:51 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Wallis Locke, Ellen Riotto  
**Attachments:** image001.png

Regardless of the \$00.00 assessment amount, these parcels still receive petitions to vote correct?

Katie Kiefer  
Operations Manager



South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. 213 663 1120  
Check out our website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: SP & SPII docs - Invitation to collaborate  
**Date:** Tuesday, February 14, 2017 at 6:51:52 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto, Wallis Locke

Tara FYI - had to request access back to you regarding the shared docs.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** "Tara Devine (via Google Drive)" <drive shares noreply@google.com>  
**Reply-To:** Tara Devine <tara@devine strategies.com>  
**Date:** Saturday, February 11, 2017 at 11:29 PM  
**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>, Wallis Locke <wallis@southpark.la>  
**Subject:** SP & SPII docs Invitation to collaborate

[Tara Devine](#) has invited you to **contribute to** the following shared folder:



[SP & SPII docs](#)

[Open](#)

This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.  
Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google™



**Subject:** Presentation at Board mtg 2/23  
**Date:** Tuesday, February 14, 2017 at 1:53:57 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Hi Tara,

We discussed very briefly the possibility of you presenting at the full board meeting on Feb 2/23 at 8:30am. I'm confirming that you're still able. Please let me know.

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southparl.la](mailto:southparl.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** FW: SPSG SP & SPII Status  
**Date:** Tuesday, February 14, 2017 at 12:24:03 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Tara,

Mark Wareham from Mack Urban would like to see a draft of the MDP. Can you please send me the document as it is right now? I'd like to share it with him. We can also send the next iteration of it later in the month.

Thanks,

Ellen

---

**From:** Mark Wareham <mwareham@mackurban.com>  
**Date:** Tuesday, February 14, 2017 at 10:35 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** SPSG SP & SPII Status

Hi Ellen,

**Please let me know when this month we can expect to receive a draft copy of the MDP?**

Thanks,

**Mark**

**MARK A. WAREHAM**

Senior Vice President, Planning & Design

1150 S. Olive, Suite 2250

Los Angeles, CA 90015

T 213 542 4322

C 818 621 2896

F 213 437 0474

[mwareham@mackurban.com](mailto:mwareham@mackurban.com)



The information in this message is confidential and subject to the terms of our electronic communication policy. Please see the link below for more info:

[E Mail Privacy/Confidentiality Notice](#)

**Subject:** Re: Renewal update

**Date:** Monday, February 13, 2017 at 12:27:34 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer

Thanks for the update, Tara.

Do you mind keeping me cc'd on your emails to Rick and Miranda?

Regarding the map: is that an element of the MDP?

Thanks again,

Best,

Ellen

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Monday, February 13, 2017 at 12:25 PM

**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** Renewal update

Ed has reviewed all of the last (3rd) round of Clerk's database comments and questions, and is now talking to Garen to resolve them. He estimates that it will take most of this week to do that (and it depends on Garen's availability as well.) We cannot do any of the MDP or ER #s or tables until we get an okay. He will begin work on the ER if/when he is waiting on Garen's replies on database.

I will check in with Miranda and Rick to let them know where we are at in the process and see if they are willing to review a text-only MDP, minus the ER (normally they don't. )

I am also working on the revised map. There is a minor issue to investigate and resolve due to a change in parcels that may require an edit to one of the zone boundaries to account for the parcel changes that occurred (most likely due to new development.)

**Subject:** SPBID past petition packets  
**Date:** Friday, February 10, 2017 at 3:28:54 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto, Wallis Locke  
**Attachments:** image001.png

Tara do you have a copy of the 2012 petition packet or the SPID 2014 packet that was sent out in past renewals? We wanted to get a better visual of what's been done in the past and get started on the cover letter and BID accomplishment 1-pager.

THX.

Katie Kiefer  
Operations Manager



South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. 213 663 1120  
Check out our website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Wednesday, February 8, 2017 at 11:28:17 AM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center  
**Attachments:** BID\_20170207\_040001AM.pdf, BID\_20170207\_040001AM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
Date: Wed, Feb 8, 2017 at 9:04 AM  
Subject: Fwd: LA City Planning BID Case report  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>  
Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org)>  
Date: Tue, Feb 7, 2017 at 4:00 AM  
Subject: LA City Planning BID Case report  
To:

#### NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Rocky Wiles, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact [Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: South Park II committee mtg  
**Date:** Wednesday, February 8, 2017 at 7:03:27 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Thanks for the update, Tara. See you soon.

-----  
Ellen Riotto  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Feb 7, 2017, at 11:55 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Ellen/Katie:

I connected with Ed late this evening. [REDACTED]

[REDACTED] he expects to resume work by Friday. He indicated that he is behind on work for several clients, but will be putting South Park at the top of his list. His best estimate at this time is that he will resubmit the database (3rd submission) next week, and, if we obtain approval quickly, have the ER ready within two additional weeks (he and I go through a back-and-forth process to reconcile the MDP and ER, as they are inter-dependent docs.) My MDP is complete, minus the figures and tables that are derived from the database, and half-dozen or so sections of text that will come from Ed's ER.

I will bring 30 copies of my handouts. I will go through a forensic timeline of events, and then go through an updated timeline for renewal. Lastly, I will discuss the SPII condo assessments/rate.

I will expect to field all of the questions asked about the renewal/timeline unless you desire to interject (please do if you wish to.)

Warmest regards,  
Tara

On Tue, Feb 7, 2017 at 2:47 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

30 should be good. We can always make more here if need be. Thanks.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, February 7, 2017 at 1:26 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: South Park II committee mtg

I will be bringing a few minor handouts. How many copies should we bring for tomorrow's meeting?

On Feb 6, 2017 10:52 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Yes, I am attending Weds and will assume responsibility for fielding all the difficult questions. You inherited what is going on; I am happy to explain what has transpired and how. I expect you will have some less-than-happy members and will be prepared for tough questions.

In regards to manual billing, yes, it seems very likely. But I do think the BID will get approved by council in the 2nd half of the year.

I expect to speak to Ed tomorrow so I will have a robust update from both of us. I can better manage your expectations once I know more from him. I am nearly equally out of control at the moment, and stalled myself. My weekly updates will continue every Monday. As of today, I have no significant update for you (I am stalled pending Ed.)

If I am able, I will give you a call tomorrow and/or send you some written bullets. I am in the field/meetings from the time I expect to speak to Ed until approx. 9 pm tomorrow, so I am not sure what I can turnaround. Rest assured, I will gladly bear the brunt of the questions.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293  
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Feb 6, 2017 at 2:32 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Hope you're well. I wanted to follow up with you on a couple of things. First, I want to make sure you're still planning to join us for our SPII Committee meeting this Wednesday at 9am at our office. Your presentation will be the focus for the meeting, as I'm anticipating a good deal of questions from attendees. Really looking forward to having you there to answer. If possible, I'd love if you could send over a brief write-up of what you'll be presenting so I can brush up before the meeting.



To that end, the other thing I'd like to follow up with you on is the adjusted timeline for where we are with our renewal process. Do you have a realistic estimate from Ed for the ER completion? I'm assuming that we've missed the boat for avoiding manual billing is that correct? Should I be getting worried about overall renewal? Again, I'm very much out of control of this process, so the more information you can communicate to me, the better. I need for you to manage my expectations, wherever possible.

Thanks in advance,

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, January 23, 2017 at 3:01 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>, Laronnia Jupiter <[laronnia@southpark.la](mailto:laronnia@southpark.la)>

**Subject:** Re: South Park II committee mtg

Got it, thank you.

Please know that I/we appreciate your empathy. Both Ed and I take pride in our work and in not being the delay in what we do. But it's been a brutal helluva year. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293  
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Jan 23, 2017 at 1:40 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about Ed's wife. That's terrible. I'd like to reach out and offer my condolences. Would you mind sharing his address when you have the chance?

You should be receiving a calendar invite to the Feb 8 meeting today.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, January 23, 2017 at 10:49 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: South Park II committee mtg

Yes, I've marked Mondays on my calendar for our weekly updates. Sometimes I may send them on Sunday, since Ed and I often work weekends, too.

My update this week is brief. Ed did work on both the database and ER last week per my last conversation on Friday. [REDACTED]

As such, I am going to wait to send a follow-up until the end of this week. The Clerk's office (Miranda at least) is aware.

This past week I set up all the tables (awaiting latest #s) and refined the new combined BID map, which makes SPII South Park Zone 5. There is one last step we are working on now: labeling the APNs for all the parcels called out in the legal boundary description. The map should be complete this week and I'll forward a copy.

Feb. 8th is good. Please send me time/loc or calendar appointment.

On Jan 23, 2017 10:22 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Hope you're well. Was hoping to get a weekly update from you. What day do you think makes the most sense to send this over, just so I know when I can expect it.

Also, wanted to let you know that we have a SPII committee meeting scheduled for Feb 8. Would you like to come in and explain to the board what some of the assessment changes are going to be when we renew?

Thanks,

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: South Park II committee mtg  
**Date:** Tuesday, February 7, 2017 at 2:47:22 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

30 should be good. We can always make more here if need be. Thanks.

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, February 7, 2017 at 1:26 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: South Park II committee mtg

I will be bringing a few minor handouts. How many copies should we bring for tomorrow's meeting?

On Feb 6, 2017 10:52 PM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Yes, I am attending Weds and will assume responsibility for fielding all the difficult questions. You inherited what is going on; I am happy to explain what has transpired and how. I expect you will have some less-than-happy members and will be prepared for tough questions.

In regards to manual billing, yes, it seems very likely. But I do think the BID will get approved by council in the 2nd half of the year.

I expect to speak to Ed tomorrow so I will have a robust update from both of us. I can better manage your expectations once I know more from him. I am nearly equally out of control at the moment, and stalled myself. My weekly updates will continue every Monday. As of today, I have no significant update for you (I am stalled pending Ed.)

If I am able, I will give you a call tomorrow and/or send you some written bullets. I am in the field/meetings from the time I expect to speak to Ed until approx. 9 pm tomorrow, so I am not sure what I can turnaround. Rest assured, I will gladly bear the brunt of the questions.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Feb 6, 2017 at 2:32 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Hope you're well. I wanted to follow up with you on a couple of things. First, I want to make sure you're still planning to join us for our SPII Committee meeting this Wednesday at 9am at our office. Your presentation will be the focus for the meeting, as I'm anticipating a good deal of questions from attendees. Really looking forward to having you there to answer. If possible, I'd love if you could send over a brief write-up of what you'll be presenting so I can brush up before the meeting.

To that end, the other thing I'd like to follow up with you on is the adjusted timeline for where we are with our renewal process. Do you have a realistic estimate from Ed for the ER completion? I'm assuming that we've missed the boat for avoiding manual billing is that correct? Should I be getting worried about overall renewal? Again, I'm very much out of control of this process, so the more information you can communicate to me, the better. I need for you to manage my expectations, wherever possible.

Thanks in advance,

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Monday, January 23, 2017 at 3:01 PM

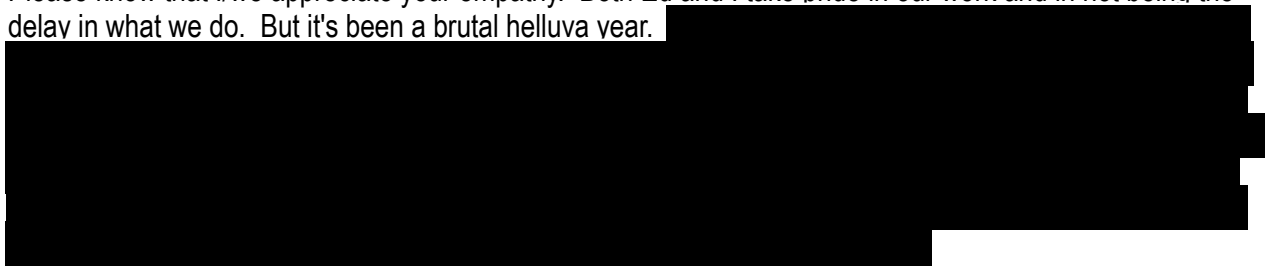
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>, Laronnia Jupiter <[laronnia@southpark.la](mailto:laronnia@southpark.la)>

**Subject:** Re: South Park II committee mtg

Got it, thank you.

Please know that I/we appreciate your empathy. Both Ed and I take pride in our work and in not being the delay in what we do. But it's been a brutal helluva year.



Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

**Making it easier for you with STRATEGIC CONSULTING SERVICES**

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Jan 23, 2017 at 1:40 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about Ed's wife. That's terrible. I'd like to reach out and offer my condolences. Would you mind sharing his address when you have the chance?

You should be receiving a calendar invite to the Feb 8 meeting today.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, January 23, 2017 at 10:49 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: South Park II committee mtg

Yes, I've marked Mondays on my calendar for our weekly updates. Sometimes I may send them on Sunday, since Ed and I often work weekends, too.

My update this week is brief. Ed did work on both the database and ER last week per my last conversation on Friday. [REDACTED]

As such, I am going to wait to send a follow-up until the end of this week. The Clerk's office (Miranda at least) is aware.

This past week I set up all the tables (awaiting latest #s) and refined the new combined BID map, which makes SPII South Park Zone 5. There is one last step we are working on now: labeling the APNs for all the parcels called out in the legal boundary description. The map should be complete this week and I'll forward a copy.

Feb. 8th is good. Please send me time/loc or calendar appointment.

On Jan 23, 2017 10:22 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Hope you're well. Was hoping to get a weekly update from you. What day do you think makes the most sense to send this over, just so I know when I can expect it.

Also, wanted to let you know that we have a SPII committee meeting scheduled for Feb 8. Would you like to come in and explain to the board what some of the assessment changes are going to be when we renew?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District

1100 S Flower St, Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: South Park II committee mtg  
**Date:** Monday, February 6, 2017 at 2:32:32 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Hi Tara,

Hope you're well. I wanted to follow up with you on a couple of things. First, I want to make sure you're still planning to join us for our SPII Committee meeting this Wednesday at 9am at our office. Your presentation will be the focus for the meeting, as I'm anticipating a good deal of questions from attendees. Really looking forward to having you there to answer. If possible, I'd love if you could send over a brief write-up of what you'll be presenting so I can brush up before the meeting.

To that end, the other thing I'd like to follow up with you on is the adjusted timeline for where we are with our renewal process. Do you have a realistic estimate from Ed for the ER completion? I'm assuming that we've missed the boat for avoiding manual billing is that correct? Should I be getting worried about overall renewal? Again, I'm very much out of control of this process, so the more information you can communicate to me, the better. I need for you to manage my expectations, wherever possible.

Thanks in advance,




Ellen

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Monday, January 23, 2017 at 3:01 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>, Laronnia Jupiter <laronnia@southpark.la>  
**Subject:** Re: South Park II committee mtg

Got it, thank you.

Please know that I/we appreciate your empathy. Both Ed and I take pride in our work and in not being the delay in what we do. But it's been a brutal helluva year





Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Jan 23, 2017 at 1:40 PM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about Ed's wife. That's terrible. I'd like to reach out and offer my condolences. Would you mind sharing his address when you have the chance?

You should be receiving a calendar invite to the Feb 8 meeting today.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, January 23, 2017 at 10:49 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: South Park II committee mtg

Yes, I've marked Mondays on my calendar for our weekly updates. Sometimes I may send them on Sunday, since Ed and I often work weekends, too.

My update this week is brief. Ed did work on both the database and ER last week per my last conversation on Friday. [REDACTED]

[REDACTED] As such, I am going to wait to send a follow-up until the end of this week. The Clerk's office (Miranda at least) is aware.

This past week I set up all the tables (awaiting latest #s) and refined the new combined BID map, which makes SPII South Park Zone 5. There is one last step we are working on now: labeling the APNs for all the parcels called out in the legal boundary description. The map should be complete this week and I'll forward a copy.

Feb. 8th is good. Please send me time/loc or calendar appointment.

On Jan 23, 2017 10:22 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Hope you're well. Was hoping to get a weekly update from you. What day do you think makes the most sense to send this over, just so I know when I can expect it.

Also, wanted to let you know that we have a SPII committee meeting scheduled for Feb 8. Would you like to come in and explain to the board what some of the assessment changes are going to be when we

renew?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southparl.la](http://southparl.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** RE: South Park II committee mtg  
**Date:** Monday, January 23, 2017 at 1:48:45 PM Pacific Standard Time  
**From:** Laronnia Jupiter  
**To:** Ellen Riotto, Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image002.png, image003.png

Hi Tara-

Great to e-meet you.

I just sent the cal Invite for SPII committee mtg on 2/8.

Thx.

Laronnia Jupiter  
Marketing Coordinator



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[laronnia@southpark.la](mailto:laronnia@southpark.la) | o. 213.663.1129 ext. 129  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: 866-560-9346

---

**From:** Ellen Riotto  
**Sent:** Monday, January 23, 2017 1:41 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>; Laronnia Jupiter <[laronnia@southpark.la](mailto:laronnia@southpark.la)>  
**Subject:** Re: South Park II committee mtg

Thanks for the update, Tara. So sorry to hear about Ed's wife. That's terrible. I'd like to reach out and offer my condolences. Would you mind sharing his address when you have the chance?

You should be receiving a calendar invite to the Feb 8 meeting today.

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, January 23, 2017 at 10:49 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: South Park II committee mtg

Yes, I've marked Mondays on my calendar for our weekly updates. Sometimes I may send them on Sunday, since Ed and I often work weekends, too.

My update this week is brief. Ed did work on both the database and ER last week per my last conversation on Friday. [REDACTED],

[REDACTED] As such, I am going to wait to send a follow-up until the end of this week. The Clerk's office (Miranda at least) is aware.

This past week I set up all the tables (awaiting latest #s) and refined the new combined BID map, which makes SPII South Park Zone 5. There is one last step we are working on now: labeling the APNs for all the parcels called out in the legal boundary description. The map should be complete this week and I'll forward a copy.

Feb. 8th is good. Please send me time/loc or calendar appointment.

On Jan 23, 2017 10:22 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Hope you're well. Was hoping to get a weekly update from you. What day do you think makes the most sense to send this over, just so I know when I can expect it.

Also, wanted to let you know that we have a SPII committee meeting scheduled for Feb 8. Would you like to come in and explain to the board what some of the assessment changes are going to be when we renew?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: South Park II committee mtg  
**Date:** Monday, January 23, 2017 at 1:40:44 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer, Laronnia Jupiter  
**Attachments:** image001.png

Thanks for the update, Tara. So sorry to hear about Ed's wife. That's terrible. I'd like to reach out and offer my condolences. Would you mind sharing his address when you have the chance?

You should be receiving a calendar invite to the Feb 8 meeting today.

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Monday, January 23, 2017 at 10:49 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: South Park II committee mtg

Yes, I've marked Mondays on my calendar for our weekly updates. Sometimes I may send them on Sunday, since Ed and I often work weekends, too.

My update this week is brief. Ed did work on both the database and ER last week per my last conversation on Friday. [REDACTED]

[REDACTED] As such, I am going to wait to send a follow-up until the end of this week. The Clerk's office (Miranda at least) is aware.

This past week I set up all the tables (awaiting latest #s) and refined the new combined BID map, which makes SPII South Park Zone 5. There is one last step we are working on now: labeling the APNs for all the parcels called out in the legal boundary description. The map should be complete this week and I'll forward a copy.

Feb. 8th is good. Please send me time/loc or calendar appointment.

On Jan 23, 2017 10:22 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Hope you're well. Was hoping to get a weekly update from you. What day do you think makes the most sense to send this over, just so I know when I can expect it.

Also, wanted to let you know that we have a SPII committee meeting scheduled for Feb 8. Would you like to come in and explain to the board what some of the assessment changes are going to be when we renew?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southparl.la](http://southparl.la) | [fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** South Park II committee mtg  
**Date:** Monday, January 23, 2017 at 10:22:02 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png

Hi Tara,

Hope you're well. Was hoping to get a weekly update from you. What day do you think makes the most sense to send this over, just so I know when I can expect it.

Also, wanted to let you know that we have a SPII committee meeting scheduled for Feb 8. Would you like to come in and explain to the board what some of the assessment changes are going to be when we renew?

Thanks,

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Re: Weekly update

**Date:** Monday, January 30, 2017 at 12:01:16 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer

Thanks Tara.

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Monday, January 30, 2017 at 11:55 AM

**To:** Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** Weekly update

I hope to have a better update for you tomorrow. I have not yet heard from Ed, except a very brief reply to my request that he confirm what I have paid him in 2016 (the deadline to issue his 1099 is this week.) To that inquiry, he said he was unable to review, and to use the #s I have.

Please stay tuned.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*



**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Wednesday, January 25, 2017 at 6:55:58 AM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center  
**Attachments:** BID\_20170124\_023941PM.pdf, BID\_20170124\_023941PM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
Date: Tue, Jan 24, 2017 at 4:55 PM  
Subject: Fwd: LA City Planning BID Case report  
To: Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>  
Cc: "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>, "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org)>  
Date: Tue, Jan 24, 2017 at 2:39 PM  
Subject: LA City Planning BID Case report  
To:

#### NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Rocky Wiles, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact [Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: SPBID call w Tara

**Date:** Friday, January 13, 2017 at 8:01:07 AM Pacific Standard Time

**From:** Katie Kiefer

**To:** Ellen Riotto, Tara Devine

Tara please use our conference call in line for the 10A.

Dial in number: 857-216-3930

PIN: 45426

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120

24/7: 866 560 9346

---

**From:** ellen@southpark.la

**When:** 10:00 AM - 10:45 AM January 13, 2017

**Subject:** SPBID call w Tara

**Location:** (310) 430 5121

**Subject:** SPBID call w Tara

**Date:** Wednesday, January 11, 2017 at 1:04:23 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer

**Subject:** SPBID call w Tara

**Date:** Tuesday, January 10, 2017 at 10:49:56 AM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer

**Subject:** Re: SPBID Renewal Check-in

**Date:** Wednesday, January 11, 2017 at 1:33:03 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer

THANKS

-----

Ellen Riotto  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Jan 11, 2017, at 1:29 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Residential condos in ANY zone in both SP and SPII = \$0.30/sf of internal building pad (the recorded sf of the unit.) Lot, frontage are not relevant for residential condos. Easy peasy to calculate.

Commercial condos (as ground floor, commercial uses) are treated like all other property types. Lot SF x Zone Rate + Bldg SF x Zone Rate + Frontage x Zone Rate. (For commercial condos, we take the total building frontage and figure out how much of it is allocated to each commercial condo.)

On Jan 11, 2017 1:04 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks Tara. I think what's tripping people up is how it breaks down at the condo level. How is "Building SF" and "lot SF" applied to a condo owner?

Thanks

-----

Ellen Riotto  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Jan 10, 2017, at 10:53 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

[310-430-5121](tel:310-430-5121)

Devine Strategies did not do the last MDP for South Park, but the rate table is shown on p. 6 and an example calculation for each zone is shown on pp. 32-33.

Devine Strategies did do the MDP for South Park II. SPII has only one zone/one rate + the separate rate for residential condos. The rate table for all parcels except residential condos and the example calculation are both shown on p. 16. The residential condo rate is at the bottom of p.16 and the example is shown on p.17.

Unfortunately, I would say that this language is about as succinct as it can be without losing accuracy.

Is there something specific that people are having trouble understanding? Most property owners do understand building SF, lot SF and frontage, and if you show them the example, they will get it. Some do not realize that, in South Park BID (and many other BID) calculations, frontage includes all building faces that front any public street or alley (some think frontage only applies to the "front" of the property.) If a street or alley is vacated, and the BID is notified and provided documentation (e.g. City approval of vacation), then we can remove that portion of the frontage from the assessment. However, that also means that all services to that portion of the frontage shall cease.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Tue, Jan 10, 2017 at 10:49 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Great. Let's do Friday at 10:00am. What's the best number to reach you on?

I also wanted to follow up on a question I sent you last week. I'm wondering if you have a one-pager or some other write-up that provides a simplified explanation of how assessments are calculated. I had 2 inquiries last week, and I shared the language from the MDP, but it's not all that user-friendly. Have anything that a little more digestible?

Thanks in advance and looking forward to speaking on Friday.

Best,

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, January 10, 2017 at 7:42 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

A call on Friday works. Between 9:30 - 11:30 would be ideal if that also works for you.

BTW, you may be interested to know that the 2018 preliminary budgeted revenue for the combined district will be approx. \$2,674,000. This number will change a bit as we continue through review, and as parcel data changes as we approach petition (and will likely even change between petition and ballot.) For example, there appear to be about 10 multi-tenant apartment or condo buildings under construction, for which no building data is yet available. The Clerk has been alerted - they get slightly more frequent/timely updates of Assessor data than publicly available. If the Clerk does not furnish us with that data, we cannot update them until the finished project is recorded with the Assessor. Some will probably be recorded before we renew the BID. Some will probably still be under construction or complete but not yet recorded. We get you the most current data available throughout, to make sure you are receiving the maximum assessment revenue possible.

I hope you're both having a better start to your new year!

On Jan 9, 2017 1:29 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Sorry to hear your year is off to a rough start, Tara! Hoping you're feeling better and are off the crutches soon.

I'd like to jump on a call this week to touch base about preparing for petitions. Thursday afternoon and Friday are pretty flexible for me - do you have any time? 30 mins should do.

Thanks in advance and I look forward to connecting.

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, January 9, 2017 at 9:47 AM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in



I have been mostly out since the New Year with the double whammy of a sprained ankle (crutches) and a the flu. It has been a fairly miserable start to 2017.

The MDP is predominantly done, but I am waiting for the ER. I do not have an ETA for it yet. Typically it takes about 1-2 weeks of back-and-forth because my document has substantial portions that come from his ER and his ER has substantial portions that come from me. While he is working on the ER, I am working on the tables in mine. When his ER is complete, I will need to do a pass for consistency of terms, etc., and pagination/cross references. I will most likely do that for both our documents to speed things along.

Katie, I am not sure if I understand your question, but the % for each owner is already weighted. I would focus on who signed the petition (if you can read it; some are hard) and the total % they signed for, regardless of how many petitions they have. You have many owners who own multiple properties under multiple ownership names, so strategically, one key is to identify common ownerships and make sure you get all petitions (regardless of owner name) to the person who has the authority to sign. We will discuss this in more detail before the petition campaign.

On Jan 9, 2017 7:30 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara I have been tracking the 2012 GSP and 2015 SPII petitions against the database draft. What holds more weight in hitting the 50%+1% threshold: a) the individual APN assessment total or b) the total assessments under a legal owner?

Pls update us on the MDP process.

Hope 2017 is off to a great start. THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, December 19, 2016 at 4:00 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotta <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

Here you go.

NOTE: many columns are now hidden.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293  
Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Dec 19, 2016 at 1:05 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Understood; apologies shouldn't have used "finalized." We just want to be working off the most up-to-date version.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, December 19, 2016 at 11:32 AM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I am happy to send you the dbase when I return to the office, but it is nowhere near final. The dbase will continue to be edited (mostly by us and a bit by Clerk) right up through the ballot stage next year. We will turn over the final to you after City Council gives final approval to the BID.

MDP is in process. I will keep you posted.

On Dec 19, 2016 10:46 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:866-560-9346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, December 15, 2016 at 6:29 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

I completely understand. Thank you again.

-----

Ellen Riotto

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:213-663-1110)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

-----

Ellen Riotto

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:213-663-1110)

c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

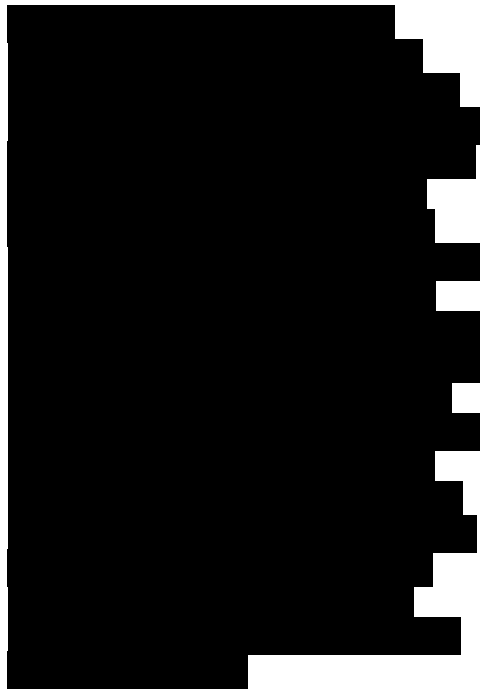
Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine  
<[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...

[REDACTED]

[REDACTED]



FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update.  
Hope everything with the family is better.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, December 15, 2016 at 3:45 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the s we asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---



**From:** Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, December 7,  
2016 3:49 PM  
**To:** Tara Devine <[tara@devine-  
strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: SPBID Renewal  
Check-in

Thanks Tara Another question that came  
up during my meeting with Streetp us: we  
asked them to put together a proposal for a  
budget for renewal (basically, a protection  
for 2018-2023) asking LA Conservation  
Corps for the same analyses for clean  
services When do we need to decide on  
these budgets for clean and safe and how  
does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto

Director of Communications &  
Policy

<image001.png>

South Park Business Improvement  
District

1100 S. Flower St. Suite #3400,  
Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663  
1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) |  
[fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Tara Devine  
<[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, December 7,  
2016 12:50 PM  
**To:** Katie Kiefer  
<[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal  
Check-in

en oyed the meeting as we N ce to get  
to know you both better and he p you  
understand what es ahead as you w  
become more d rect y nvo ved next year

have a draft of the database that w  
forward ate th s even ng or tomorrow  
w be away from my aptop unti then  
(busy day runn ng around LA n traffic )

On Dec 7, 2016 10:56 AM, "Katie K efer"  
<[katie@southpark\\_a](mailto:katie@southpark_a)> wrote:

Tara thank you for the time  
yesterday and running us  
thru all things BID renewal;  
very much appreciated.  
When you get a chance,  
please forward the database  
for Ellen and I to review.

Enjoyed catching up at the  
CCA holiday party last night.  
Have a great rest of the  
week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite  
#3400, Los Angeles, CA  
90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine  
<[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6,  
2016 at 1:29 PM  
**To:** Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer  
<[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal  
Check-in

Parking now. Will be upstairs  
momentarily.

On Dec 5, 2016 9:20 AM, "Ellen  
Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)>  
wrote:

Thank you, Tara! Look ng forward to  
see ng you tomorrow

Ellen Riotto

Director of Communications  
& Policy

<image002.png>

South Park Business  
Improvement District

1100 S. Flower St. Suite  
#3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213  
663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) |  
[fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
s Instagram/Twitter:  
@southparkla  
  
24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Tara Devine  
<[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer  
<[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID  
Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over the weekend. We have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of  
Communications & Policy

**Error! Filename not  
specified.**

South Park Business  
Improvement District

1100 S. Flower St. Suite  
#3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o.  
[213 663 1110](tel:2136631110) | c. [401  
439 8147](tel:4014398147)

[southpark.la](http://southpark.la) |  
[fb.com/southparklosang](https://fb.com/southparklosang)  
[eles](#) Instagram/Twitter:  
[@southparkla](#)

24/7 DISPATCH: [866-560-  
9346](tel:8665609346)

---

**From:** Tara Devine  
<[tara@devine-  
strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday,  
November 28, 2016  
4:14 PM  
**To:** Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer  
<[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID  
Renewal Check-in

The Clerk has given us database  
comments and changes that we  
are currently working on. We hope  
we will resubmit the database  
this week.

a so hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. Should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How's the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riggio" <[ellen@southpark.a](mailto:ellen@southpark.a)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riggio

Director of  
Communications &  
Policy

**Error! Filename not specified.**

South Park Business  
Improvement District

1100 S. Flower St.  
Suite #3400, Los  
Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) |  
o. [213 663 1110](tel:2136631110) | c.  
[401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) |  
[fb.com/southparklosa  
ngeles](https://fb.com/southparklosangeles)

Instagram/Twitter:  
[@southparkla](https://twitter.com/southparkla)

24/7 DISPATCH: [866-  
560-9346](tel:8665609346)

---

**From:** Katie Kiefer  
<[katie@southpark.la](mailto:katie@southpark.la)>  
>

**Date:** Monday,  
November 28, 2016  
3:37 PM

**To:** Tara Devine  
<[tara@devine-  
strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)>  
>

**Subject:** SPBID  
Renewal Check-in

Tara hope you had  
an enjoyable  
Thanksgiving  
weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St.,  
Suite #3400, Los  
Angeles, CA 90015



[katie@southpark.la](mailto:katie@southpark.la)  
| o. [213 663 1120](tel:2136631120)

Check out our new  
website: [www.south  
park.la](http://www.southpark.la)

[fb.com/SouthParkLos  
Angeles](https://fb.com/SouthParkLosAngeles) |  
Twitter/Instagram  
@SouthParkLA

24/7 DISPATCH: [866-  
560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in

**Date:** Wednesday, January 11, 2017 at 1:04:07 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer

Thanks Tara. I think what's tripping people up is how it breaks down at the condo level. How is "Building SF" and "lot SF" applied to a condo owner?

Thanks

-----  
Ellen Riotto  
South Park BID  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
o. 213-663-1112  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Jan 10, 2017, at 10:53 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

[310-430-5121](tel:310-430-5121)

Devine Strategies did not do the last MDP for South Park, but the rate table is shown on p. 6 and an example calculation for each zone is shown on pp. 32-33.

Devine Strategies did do the MDP for South Park II. SPII has only one zone/one rate + the separate rate for residential condos. The rate table for all parcels except residential condos and the example calculation are both shown on p. 16. The residential condo rate is at the bottom of p.16 and the example is shown on p.17.

Unfortunately, I would say that this language is about as succinct as it can be without losing accuracy.

Is there something specific that people are having trouble understanding? Most property owners do understand building SF, lot SF and frontage, and if you show them the example, they will get it. Some do not realize that, in South Park BID (and many other BID) calculations, frontage includes all building faces that front any public street or alley (some think frontage only applies to the "front" of the property.) If a street or alley is vacated, and the BID is notified and provided documentation (e.g. City approval of vacation), then we can remove that portion of the frontage from the assessment. However, that also means that all services to that portion of the frontage shall cease.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Tue, Jan 10, 2017 at 10:49 AM, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Great. Let's do Friday at 10:00am. What's the best number to reach you on?

I also wanted to follow up on a question I sent you last week. I'm wondering if you have a one-pager or some other write-up that provides a simplified explanation of how assessments are calculated. I had 2 inquiries last week, and I shared the language from the MDP, but it's not all that user-friendly. Have anything that a little more digestible?

Thanks in advance and looking forward to speaking on Friday.

Best,

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, January 10, 2017 at 7:42 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

A call on Friday works. Between 9:30 - 11:30 would be ideal if that also works for you.

BTW, you may be interested to know that the 2018 preliminary budgeted revenue for the combined district will be approx. \$2,674,000. This number will change a bit as we continue through review, and as parcel data changes as we approach petition (and will likely even change between petition and ballot.) For example, there appear to be about 10 multi-tenant apartment or condo buildings under construction, for which no building data is yet available. The Clerk has been alerted - they get slightly more frequent/timely updates of Assessor data than publicly available. If the Clerk does not furnish us with that data, we cannot update them until the finished project is recorded with the Assessor. Some will probably be recorded before we renew the BID. Some will probably still be under construction or complete but not yet recorded. We get you the most current data available throughout, to make sure you are receiving the maximum assessment revenue possible.

I hope you're both having a better start to your new year!

On Jan 9, 2017 1:29 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Sorry to hear your year is off to a rough start, Tara! Hoping you're feeling better and are off the crutches soon.

I'd like to jump on a call this week to touch base about preparing for petitions. Thursday afternoon and Friday are pretty flexible for me do you have any time? 30 mins should do.

Thanks in advance and I look forward to connecting.

Ellen

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, January 9, 2017 at 9:47 AM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

I have been mostly out since the New Year with the double whammy of a sprained ankle (crutches) and a the flu. It has been a fairly miserable start to 2017.

The MDP is predominantly done, but I am waiting for the ER. I do not have an ETA for it yet. Typically it takes about 1-2 weeks of back-and-forth because my document has substantial portions that come from his ER and his ER has substantial portions that come from me. While he is working on the ER, I am working on the tables in mine. When his ER is complete, I will need to do a pass for consistency of terms, etc., and pagination/cross references. I will most likely do that for both our documents to speed things along.

Katie, I am not sure if I understand your question, but the % for each owner is already weighted. I would focus on who signed the petition (if you can read it; some are hard) and the total % they signed for, regardless of how many petitions they have. You have many owners who own multiple properties under multiple ownership names, so strategically, one key is to identify common ownerships and make sure you get all petitions (regardless of owner name) to the person who has the authority to sign. We will discuss this in more detail before the petition campaign.

On Jan 9, 2017 7:30 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara I have been tracking the 2012 GSP and 2015 SPII petitions against the database draft. What holds more weight in hitting the 50%+1% threshold: a) the individual APN assessment total or b) the total assessments under a legal owner?

Pls update us on the MDP process.

Hope 2017 is off to a great start. THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, December 19, 2016 at 4:00 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

Here you go.

NOTE: many columns are now hidden.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Dec 19, 2016 at 1:05 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Understood; apologies shouldn't have used "finalized." We just want to be working off the most up-to-date version.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, December 19, 2016 at 11:32 AM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I am happy to send you the dbase when I return to the office, but it is nowhere near final. The dbase will continue to be edited (mostly by us and a bit by Clerk) right up through the ballot stage next year. We will turn over the final to you after City Council gives final approval to the BID.

MDP is in process. I will keep you posted.

On Dec 19, 2016 10:46 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, December 15, 2016 at 6:29 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

I completely understand. Thank you again.

-----

Ellen Riotto

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:2136631110)

c. [401-439-8147](tel:4014398147)

24/7: [866-560-9346](tel:8665609346)

Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

-----

Ellen Riotto

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:213-663-1110)

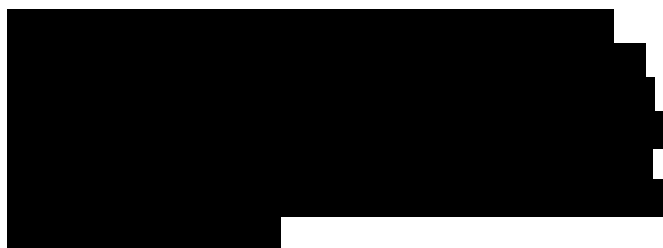
c. [401-439-8147](tel:401-439-8147)

24/7: [866-560-9346](tel:866-560-9346)

Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...





[REDACTED]

[REDACTED]

FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer"  
<[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA  
90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, December 15, 2016 at 3:45 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the we asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, December 7, 2016 3:49 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: SPBID Renewal Check-in

Thanks Tara. Another question that came up during my meeting with Streetp.us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) in asking LA Conservation Corps for the same analysis for clean services. When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto

Director of Communications & Policy

<image001.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401  
439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Tara Devine <[tara@devine-  
strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, December 7, 2016 12:50 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

en oyed the meeting as we N ce to get to know you both  
better and he p you understand what es ahead as you w  
become more d rect y nvo ved next year

have a draft of the database that w forward ate th s even ng  
or tomorrow w be away from my aptop unti then (busy day  
runn ng around LA n traffic )

On Dec 7, 2016 10:56 AM, "Katie K efer" <[katie@southpark\\_a](mailto:katie@southpark_a)>  
wrote:

Tara thank you for the time yesterday and  
running us thru all things BID renewal; very  
much appreciated. When you get a chance,  
please forward the database for Ellen and I  
to review.

Enjoyed catching up at the CCA holiday  
party last night. Have a great rest of the  
week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles,  
CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, December 6, 2016 at 1:29 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto"  
<[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto

Director of Communications & Policy

<image002.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles,  
CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c.  
[401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) |  
c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) |  
[fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, November 28, 2016  
4:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on - hope we will resubmit the database this week

so hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables - should have a bigger update for you in the next 10 days or so

I agree it would be good to meet - thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

E en

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement  
District

1100 S. Flower St. Suite #3400, Los  
Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110)  
| c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) |  
[fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Katie Kiefer  
<[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Monday, November 28, 2016  
3:37 PM  
**To:** Tara Devine <[tara@devine-  
strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto  
<[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable  
Thanksgiving weekend.



Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in

**Date:** Tuesday, January 10, 2017 at 10:49:20 AM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine

**CC:** Katie Kiefer

Great. Let's do Friday at 10:00am. What's the best number to reach you on?

I also wanted to follow up on a question I sent you last week. I'm wondering if you have a one-pager or some other write-up that provides a simplified explanation of how assessments are calculated. I had 2 inquiries last week, and I shared the language from the MDP, but it's not all that user-friendly. Have anything that a little more digestible?

Thanks in advance and looking forward to speaking on Friday.

Best,

Ellen

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Tuesday, January 10, 2017 at 7:42 AM

**To:** Ellen Riotto <ellen@southpark.la>

**Cc:** Katie Kiefer <katie@southpark.la>

**Subject:** Re: SPBID Renewal Check in

A call on Friday works. Between 9:30 - 11:30 would be ideal if that also works for you.

BTW, you may be interested to know that the 2018 preliminary budgeted revenue for the combined district will be approx. \$2,674,000. This number will change a bit as we continue through review, and as parcel data changes as we approach petition (and will likely even change between petition and ballot.) For example, there appear to be about 10 multi-tenant apartment or condo buildings under construction, for which no building data is yet available. The Clerk has been alerted - they get slightly more frequent/timely updates of Assessor data than publicly available. If the Clerk does not furnish us with that data, we cannot update them until the finished project is recorded with the Assessor. Some will probably be recorded before we renew the BID. Some will probably still be under construction or complete but not yet recorded. We get you the most current data available throughout, to make sure you are receiving the maximum assessment revenue possible.

I hope you're both having a better start to your new year!

On Jan 9, 2017 1:29 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Sorry to hear your year is off to a rough start, Tara! Hoping you're feeling better and are off the crutches soon.

I'd like to jump on a call this week to touch base about preparing for petitions. Thursday afternoon and Friday are pretty flexible for me do you have any time? 30 mins should do.

Thanks in advance and I look forward to connecting.

Ellen

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Monday, January 9, 2017 at 9:47 AM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check in

I have been mostly out since the New Year with the double whammy of a sprained ankle (crutches) and a the flu. It has been a fairly miserable start to 2017.

The MDP is predominantly done, but I am waiting for the ER. I do not have an ETA for it yet. Typically it takes about 1-2 weeks of back-and-forth because my document has substantial portions that come from his ER and his ER has substantial portions that come from me. While he is working on the ER, I am working on the tables in mine. When his ER is complete, I will need to do a pass for consistency of terms, etc., and pagination/cross references. I will most likely do that for both our documents to speed things along.

Katie, I am not sure if I understand your question, but the % for each owner is already weighted. I would focus on who signed the petition (if you can read it; some are hard) and the total % they signed for, regardless of how many petitions they have. You have many owners who own multiple properties under multiple ownership names, so strategically, one key is to identify common ownerships and make sure you get all petitions (regardless of owner name) to the person who has the authority to sign. We will discuss this in more detail before the petition campaign.

On Jan 9, 2017 7:30 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara I have been tracking the 2012 GSP and 2015 SP11 petitions against the database draft. What holds more weight in hitting the 50%+1% threshold: a) the individual APN assessment total or b) the total assessments under a legal owner?

Pls update us on the MDP process.

Hope 2017 is off to a great start. THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, December 19, 2016 at 4:00 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Here you go.  
NOTE: many columns are now hidden.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:3104305121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Dec 19, 2016 at 1:05 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Understood; apologies shouldn't have used "finalized." We just want to be working off the most up-to-date version.

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Monday, December 19, 2016 at 11:32 AM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I am happy to send you the dbase when I return to the office, but it is nowhere near final. The dbase will continue to be edited (mostly by us and a bit by Clerk) right up through the ballot stage next year. We will turn over the final to you after City Council gives final approval to the BID.

MDP is in process. I will keep you posted.

On Dec 19, 2016 10:46 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Thursday, December 15, 2016 at 6:29 PM

**To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check in

I completely understand. Thank you again.

-----  
Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:2136631110)  
c. [401-439-8147](tel:4014398147)  
24/7: [866-560-9346](tel:8665609346)  
Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

-----

Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Thursday, December 15, 2016 at 3:45 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto"

<[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the I've asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Wednesday, December 7, 2016 3:49 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Subject:** Re: SPBID Renewal Check-in

Thanks Tara. Another question that came up during my meeting with Streetp us: I've asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023). I'm asking LA Conservation Corps for the same analysis for clean services. When do I need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto

Director of Communications & Policy

<image001.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)



**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, December 7, 2016 12:50 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

en oyed the meeting as we N ce to get to know you both better and he p you understand what es ahead as you w become more d rect y nvo ved next year

have a draft of the database that w fo ward ate th s even ng or tomorrow w be away from my aptop unti then (busy day runn ng around LA n traffic )

On Dec 7, 2016 10:56 AM, "Katie K efer" <[katie@southpark.a](mailto:katie@southpark.a)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night.  
Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Look ng fo ward to see ng you tomorrow

Ellen Riotto

Director of Communications & Policy

<image002.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Saturday, December 3, 2016 9:20 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. We hope we will resubmit the database this week.

a so hope to subm t the MDP next week so that we m ght get a round of comments before the ho days am go ng to subm t t to R ck w thout the tab es/figures as do not th nk we w have database reso ution for severa more weeks un ess process ng goes more qu ck y than usua Usua y they do not want the MDP unti the first set of database work s done, but there were de ays on a s des, and R ck has okayed subm tting w thout tab es shou d have a b gger update for you n the next 10 days or so

agree t wou d be good to meet thought about do ng so ast month, but w th Jess ca s departure and your annua meeting, figured t cou d wa t a b t! How s the trans tion go ng for both of you?

The 6th and the 9th are both great for me does e ther work we for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "E en R otto" <[ellen@southpark\\_la](mailto:ellen@southpark_la)> wrote:

Thanks for getting th s convo started, Katie

Tara, d ove to get together n person f you re ab e What s your ava ab ty next week or the week after?

Best,

E en

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA  
90015

[ellen@southpark\\_la](mailto:ellen@southpark_la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark\\_la](http://southpark_la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark\\_la](mailto:katie@southpark_la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark\\_la](mailto:ellen@southpark_la)>

**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving

weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer  
Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA  
90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram  
@SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in

**Date:** Monday, January 9, 2017 at 1:29:14 PM Pacific Standard Time

**From:** Ellen Riotto

**To:** Tara Devine, Katie Kiefer

Sorry to hear your year is off to a rough start, Tara! Hoping you're feeling better and are off the crutches soon.

I'd like to jump on a call this week to touch base about preparing for petitions. Thursday afternoon and Friday are pretty flexible for me do you have any time? 30 mins should do.

Thanks in advance and I look forward to connecting.

Ellen

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Monday, January 9, 2017 at 9:47 AM

**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: SPBID Renewal Check in

I have been mostly out since the New Year with the double whammy of a sprained ankle (crutches) and a the flu. It has been a fairly miserable start to 2017.

The MDP is predominantly done, but I am waiting for the ER. I do not have an ETA for it yet. Typically it takes about 1-2 weeks of back-and-forth because my document has substantial portions that come from his ER and his ER has substantial portions that come from me. While he is working on the ER, I am working on the tables in mine. When his ER is complete, I will need to do a pass for consistency of terms, etc., and pagination/cross references. I will most likely do that for both our documents to speed things along.

Katie, I am not sure if I understand your question, but the % for each owner is already weighted. I would focus on who signed the petition (if you can read it; some are hard) and the total % they signed for, regardless of how many petitions they have. You have many owners who own multiple properties under multiple ownership names, so strategically, one key is to identify common ownerships and make sure you get all petitions (regardless of owner name) to the person who has the authority to sign. We will discuss this in more detail before the petition campaign.

On Jan 9, 2017 7:30 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara I have been tracking the 2012 GSP and 2015 SP11 petitions against the database draft. What holds more weight in hitting the 50%+1% threshold: a) the individual APN assessment total or b) the total assessments under a legal owner?

Pls update us on the MDP process.

Hope 2017 is off to a great start. THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Monday, December 19, 2016 at 4:00 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Here you go.  
NOTE: many columns are now hidden.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES

*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Dec 19, 2016 at 1:05 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Understood; apologies shouldn't have used "finalized." We just want to be working off the most up-to-date version.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:213.663.1120)

24/7: [866 560 9346](tel:866.560.9346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, December 19, 2016 at 11:32 AM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I am happy to send you the dbase when I return to the office, but it is nowhere near final. The dbase will continue to be edited (mostly by us and a bit by Clerk) right up through the ballot stage next year. We will turn over the final to you after City Council gives final approval to the BID.

MDP is in process. I will keep you posted.

On Dec 19, 2016 10:46 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, December 15, 2016 at 6:29 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

I completely understand. Thank you again.

-----  
Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

-----  
Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...

[REDACTED]

[REDACTED]

[REDACTED]

FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update. Hope everything with the family is better.



Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Thursday, December 15, 2016 at 3:45 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the we asked Streetpus and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto  
Interim Executive Director

<image001.png>

South Park Business Improvement District  
1100 S Flower St Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, December 7, 2016 3:49 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: SPBID Renewal Check-in

Thanks Tara Another question that came up during my meeting with Streetp us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) in asking LA Conservation Corps for the same analyses for clean services. When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto  
Director of Communications & Policy

<image001.png>

South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, December 7, 2016 12:50 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that will forward it to you even now or tomorrow will be away from my laptop until then (busy day running around LA in traffic).

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto"  
<[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto  
Director of Communications & Policy  
<image002.png>  
South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](http://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wonder ng f you were ab e to resubm t the database th s week

Thanks and ook ng forward to our meeting next Tuesday

Best,

E en

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has g ven us database comments and changes that we are current y work ng on hope we w resubm t the database th s week

a so hope to subm t the MDP next week so that we m ght get a round of comments before the ho days am go ng to subm t t to R ck w thout the tab es/figures as do not th nk we w have database reso ution for severa more weeks un ess process ng goes more qu ck y than usua Usua y they do not want the MDP unti the first set of database work s done, but there were de ays on a s des, and R ck has okayed subm tting w thout tab es shou d have a b gger update for you n the next 10 days or so

agree t wou d be good to meet thought about do ng so ast month, but w th Jess ca s departure and your annua meeting, figured t cou d wa t a b t! How s the trans tion go ng for both of you?

The 6th and the 9th are both great for me does e ther work we for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "E en R otto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA  
90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara, I hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, I wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer  
Operations Manager  
**Error! Filename not specified.**  
South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)  
Check out our new website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram  
@SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in

**Date:** Monday, January 9, 2017 at 7:30:33 AM Pacific Standard Time

**From:** Katie Kiefer

**To:** Tara Devine  
**CC:** Ellen Riotto

Tara I have been tracking the 2012 GSP and 2015 SPID petitions against the database draft. What holds more weight in hitting the 50%+1% threshold: a) the individual APN assessment total or b) the total assessments under a legal owner?

Pls update us on the MDP process.

Hope 2017 is off to a great start. THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Monday, December 19, 2016 at 4:00 PM  
**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: SPID Renewal Check in

Here you go.  
NOTE: many columns are now hidden.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

Making it easier for you with STRATEGIC CONSULTING SERVICES  
*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

On Mon, Dec 19, 2016 at 1:05 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Understood; apologies shouldn't have used "finalized." We just want to be working off the most up-to-date version.

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Date:** Monday, December 19, 2016 at 11:32 AM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I am happy to send you the dbase when I return to the office, but it is nowhere near final. The dbase will continue to be edited (mostly by us and a bit by Clerk) right up through the ballot stage next year. We will turn over the final to you after City Council gives final approval to the BID.

MDP is in process. I will keep you posted.

On Dec 19, 2016 10:46 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Thursday, December 15, 2016 at 6:29 PM

**To:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check in



I completely understand. Thank you again.

-----

Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

-----

Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Thursday, December 15, 2016 at 3:45 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the

timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the we asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Wednesday, December 7, 2016 3:49 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Subject:** Re: SPBID Renewal Check-in

Thanks Tara. Another question that came up during my meeting with Streetp us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) in asking LA Conservation Corps for the same analysis for clean services. When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto

Director of Communications & Policy

<image001.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, December 7, 2016 12:50 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

enjoyed the meeting as well. Nice to get to know you both better and help you understand what's ahead as you will become more directly involved next year.

I have a draft of the database that will forward late this evening or tomorrow will be away from my laptop until then (busy day running around LA in traffic).

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, December 6, 2016 at 1:29 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto"

<[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto

Director of Communications & Policy

<image002.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Saturday, December 3, 2016 9:20 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. We hope we will resubmit the database this week.

a so hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. Should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How's the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark-la](mailto:ellen@southpark-la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA  
90015

[ellen@southpark-la](mailto:ellen@southpark-la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark-la](http://southpark-la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark-la](mailto:katie@southpark-la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark-la](mailto:ellen@southpark-la)>

**Subject:** SPBID Renewal Check-in

Tara, hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram

@SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in

**Date:** Monday, December 19, 2016 at 1:05:00 PM Pacific Standard Time

**From:** Katie Kiefer

**To:** Tara Devine

**CC:** Ellen Riotto

Understood; apologies shouldn't have used "finalized." We just want to be working off the most up-to-date version.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine strategies.com>

**Date:** Monday, December 19, 2016 at 11:32 AM

**To:** Katie Kiefer <katie@southpark.la>

**Cc:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: SPBID Renewal Check in

I am happy to send you the dbase when I return to the office, but it is nowhere near final. The dbase will continue to be edited (mostly by us and a bit by Clerk) right up through the ballot stage next year. We will turn over the final to you after City Council gives final approval to the BID.

MDP is in process. I will keep you posted.

On Dec 19, 2016 10:46 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:



Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Thursday, December 15, 2016 at 6:29 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

I completely understand. Thank you again.

-----  
Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

-----  
Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...

[REDACTED]

[REDACTED]

[REDACTED]

FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Thursday, December 15, 2016 at 3:45 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the we asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

E en

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter:

@southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Wednesday, December 7, 2016 3:49 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Subject:** Re: SPBID Renewal Check-in

Thanks Tara Another question that came up during my meeting with Streetp us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) asking LA Conservation Corps for the same analysis for clean services When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

E en

Ellen Riotto

Director of Communications & Policy

<image001.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter:

@southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, December 7, 2016 12:50 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

enjoyed the meeting as well Nice to get to know you both better and help you understand what's ahead as you will become more directly involved next year

have a draft of the database that will forward late this evening or tomorrow will be away from my laptop until then (busy day running around LA in traffic)

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto  
Director of Communications & Policy  
<image002.png>  
South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](http://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wonder ng f you were ab e to resubm t the database th s week

Thanks and ook ng forward to our meeting next Tuesday

Best,

E en

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has g ven us database comments and changes that we are current y work ng on hope we w resubm t the database th s week

a so hope to subm t the MDP next week so that we m ght get a round of comments before the ho days am go ng to subm t t to R ck w thout the tab es/figures as do not th nk we w have database reso ution for severa more weeks un ess process ng goes more qu ck y than usua Usua y they do not want the MDP unti the first set of database work s done, but there were de ays on a s des, and R ck has okayed subm tting w thout tab es shou d have a b gger update for you n the next 10 days or so

agree t wou d be good to meet thought about do ng so ast month, but w th Jess ca s departure and your annua meeting, figured t cou d wa t a b t! How s the trans tion go ng for both of you?

The 6th and the 9th are both great for me does e ther work we f for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "E en R otto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

| Thanks for getting th s convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)

Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara, I hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, I wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram

@SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in

**Date:** Monday, December 19, 2016 at 10:46:10 AM Pacific Standard Time

**From:** Katie Kiefer

**To:** Ellen Riotto, Tara Devine

Tara now that the database has been submitted (victory!!), can you please send us the finalized doc to work off of?

THX.

Katie Kiefer  
South Park BID



1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Thursday, December 15, 2016 at 6:29 PM  
**To:** Tara Devine <tara@devine-strategies.com>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SPBID Renewal Check in

I completely understand. Thank you again.

-----  
Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213-663-1110  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

-----  
Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...

[REDACTED]

[REDACTED]

[REDACTED]

FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Thursday, December 15, 2016 at 3:45 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the we asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter:

@southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, December 7, 2016 3:49 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: SPBID Renewal Check-in

Thanks Tara Another question that came up during my meeting with Streetp us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) in asking LA Conservation Corps for the same analysis for clean services. When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto  
Director of Communications & Policy  
<image001.png>  
South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter:  
[@southparkla](https://twitter.com/southparkla)  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, December 7, 2016 12:50 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that will be forwarded to you this evening or tomorrow. Will be away from my laptop until then (busy day running around LA in traffic).

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto  
Director of Communications & Policy  
<image002.png>  
South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](http://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto  
Director of Communications & Policy  
**Error! Filename not specified.**  
South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](http://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, November 28, 2016 4:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How's the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto  
Director of Communications & Policy  
**Error! Filename not specified.**  
South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles)  
Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer  
Operations Manager  
**Error! Filename not specified.**  
South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)  
Check out our new website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram  
@SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Thursday, December 15, 2016 at 6:29:29 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png, image002.png

I completely understand. Thank you again.

-----

Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213-663-1110  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Dec 15, 2016, at 5:33 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Thank you very much.

I wanted to explain why I am little hesitant to offer a hard deadline on the ER submission. Ed is as conscientious as I, but has a fluctuating priority.

He is esteemed highly by LA staff, and frankly, there are very few engineers who do this work. A mere two do almost all of the plans in LA, and I am capable of pitching in and doing a lot of his work if needed to avoid a delay.

On Dec 15, 2016 5:27 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.

-----

Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

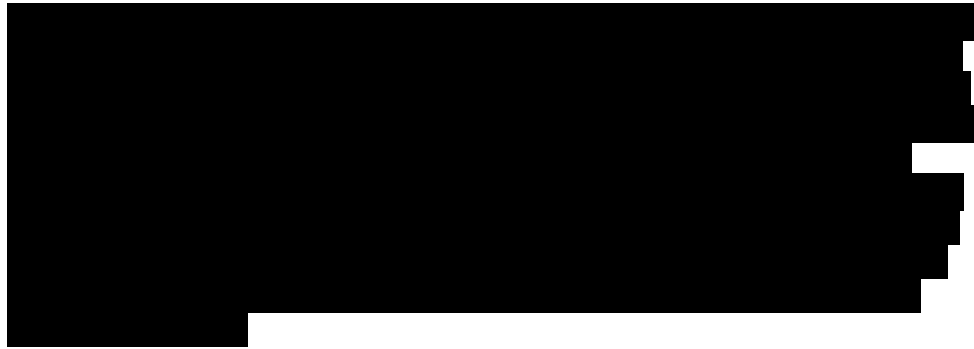
On Dec 15, 2016, at 4:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...

[REDACTED]

[REDACTED]





FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, December 15, 2016 at 3:45 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the we asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto

Interim Executive Director

<image001.png>

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, December 7, 2016 3:49 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: SPBID Renewal Check-in

Thanks Tara Another question that came up during my meeting with Streetp us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) mentioning LA Conservation Corps for the same analyses for clean services. When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto

Director of Communications & Policy

<image001.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, December 7, 2016 12:50 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that will forward late this evening or tomorrow. I will be away from my laptop until then (busy day running around LA in traffic).

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, December 6, 2016 at 1:29 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto

Director of Communications & Policy

<image002.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter:  
@southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Saturday, December 3, 2016 9:20 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter:  
@southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, November 28, 2016 4:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How's the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213.663.1110](tel:213.663.1110) | c. [401.439.8147](tel:401.439.8147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter:  
@southparkla

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Monday, November 28, 2016 3:37 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:213-663-1120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram  
@SouthParkLA

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Thursday, December 15, 2016 at 5:27:16 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png, image002.png, image001.png, image001.png, image002.png

Thanks for the update, Tara. So sorry to hear about what you're going through. And Ed too. Cancer is terribly unfair. My heart goes out.



-----

Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213-663-1110  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Dec 15, 2016, at 4:17 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

FYI...

[REDACTED]

[REDACTED]

[REDACTED]

FYI, re: Ed and timeline

Ed is accustomed to juggling work with his wife's illness and will get things done unless there is an acute problem. I cannot do the initial ER for him, but I can do pretty much all of his revisions for him excepting possibly his tables, should she worsen over the next few months.

MDP will be submitted this year, and it is my hope that the ER will be as well. Stay tuned.

On Dec 15, 2016 3:52 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Thursday, December 15, 2016 at 3:45 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise - I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the we asked Streetpus and LACC for recommendations on what our needs will be for 2018 2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

E en

Ellen Riotto

Interim Executive Director



South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** Wednesday, December 7, 2016 3:49 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Subject:** Re: SPBID Renewal Check-in

Thanks Tara Another question that came up during my meeting with Streetp us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) in asking LA Conservation Corps for the same analyses for clean services. When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

E en

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark la](#) | [fb.com/southparklosangeles](#) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](#)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, December 7, 2016 12:50 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more direct & involved next year.

I have a draft of the database that will forward late this evening or tomorrow. Will be away from my laptop until then (busy day running around LA in traffic).

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara, thank you for the time yesterday and running us through all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week

Thanks and looking forward to our meeting next Tuesday

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it would wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara I hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Thursday, December 15, 2016 at 3:52:00 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine, Ellen Riotto  
**Attachments:** image001.png, image002.png



Great news, thanks for the update. Hope everything with the family is better.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Thursday, December 15, 2016 at 3:45 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SPBID Renewal Check in

So, good news. The delayed response on the dbase was as a result of the final push on it.

It has been resubmitted to the City as of today.

I expect to have the MDP ready by Mon/Tues. I do not yet know the timetable for the ER. When I submit the MDP to the engineer, I will ask for an expected timetable.

On Dec 14, 2016 10:50 AM, "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

I am awaiting an update on the database and will let you know as soon as I have an answer.

The database really is the crux of the timeline, and what looks like 3 hours of work to do a particular task can literally turn into 15 once you dig into it. I am sorry not to be more precise I would if I could.

On Dec 14, 2016 10:40 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wanted to circle back to the we asked Streetpus and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1112](tel:2136631112) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, December 7, 2016 3:49 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: SPBID Renewal Check-in

Thanks Tara Another question that came up during my meeting with Streetp us: we asked them to put together a proposal for a budget for renewal (basically, a projection for 2018-2023) in asking LA Conservation Corps for the same analyses for clean services. When do we need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Wednesday, December 7, 2016 12:50 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that will forward late this evening or tomorrow. Will be away from my laptop until then (busy day running around LA in traffic).

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over the weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wondering if you were able to resubmit the database this week

Thanks and looking forward to our meeting next Tuesday

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a desk, and Rick has okayed submitting without tables. Should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How's the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

E en

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Wednesday, December 14, 2016 at 10:40:34 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png, SOUTH\_PARK\_PRIMARY\_Fully Green[199].png, SOUTH\_PARK\_PRIMARY\_Fully Green[275].png

Tara,

Wanted to circle back to this. I've asked Streetp us and LACC for recommendations on what our needs will be for 2018-2023 based on projected development. I'd like to give them a timeline for submission and would appreciate your guidance.

Thanks

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: 866-560-9346

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Wednesday, December 7, 2016 3:49 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: SPBID Renewal Check-in

Thanks Tara. Another question that came up during my meeting with Streetp us: I've asked them to put together a proposal for a budget for renewal (basically, a project on for 2018-2023). I'm asking LA Conservation Corps for the same analysis for clean services. When do I need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

E en

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, December 7, 2016 12:50 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I enjoyed the meeting as we . Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that I will forward late this evening or tomorrow. I will be away from my laptop until then (busy day running around LA in traffic....)

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotta <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

Parking now. Will be upstarts momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotta" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotta

Director of Communications & Policy



South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) o 213 663 1110 c 401 439 8147

[southpark.la](http://southpark.la) [fb.com/southparkosangeles](https://www.facebook.com/southparkosangeles) nstagram/Twitter: @southpark.la

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotta <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotta" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen



Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.a](mailto:ellen@southpark.a) o [213.663.1110](tel:213.663.1110) c [401.439.8147](tel:401.439.8147)

[southpark.a](#) [fb.com/southparkosangeles](http://fb.com/southparkosangeles) nstagram/Twitter: @southpark.a

24/7 DISPATCH: [866.560.9346](tel:866.560.9346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tabs/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tabs. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.a](mailto:ellen@southpark.a)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213.663.1110](tel:213.663.1110) | c. [401.439.8147](tel:401.439.8147)

[southpark.la](#) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) | Instagram/Twitter: @southparkla

24/7 DISPATCH: [866.560.9346](tel:866.560.9346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara - hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213.663.1120](tel:213.663.1120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Tuesday, December 13, 2016 at 9:57:02 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image002.png, image001.png

Thanks Tara. This is helpful for me to start to understand all the working parts.

I met with Miranda last week. Does it look like we'll be able to submit the MDP, ER, and database before the end of the year. Miranda recognizes the crunch we're in and seems to be able to move quickly as soon as we get the materials in.

I hope everything with your family is ok. So sorry to hear it.

Thanks

Ellen

-----

Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213-663-1110  
c. 401-439-8147  
24/7: 866-560-9346  
Sent from my iPhone

On Dec 11, 2016, at 12:00 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:  
Thank you...I ended up being away from my laptop for about 3 days (unexpected, or I would have taken it with me.)  
Here you go...the current working draft is attached. It's a monster.  
Warmest regards,  
TARA DEVINE  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

On Fri, Dec 9, 2016 at 8:27 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>> wrote:

Tara with a family emergency, no sweat. Sending your family positive energy and happy thoughts.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120<tel:213%20663%201120>

24/7: 866 560 9346<tel:866%20560%209346>

From: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>>

Date: Friday, December 9, 2016 at 5:44 PM

To: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>>, Katie Kiefer

<[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>>

Subject: Re: SPBID Renewal Check-in

Oh no! Hope everything is ok, Tara.

Ellen Riotto

Interim Executive Director

[cid:image001.png@01D2525A.A999AA00]

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>> | o. 213 663 1110<tel:213%20663%201110> | c. 401 439

8147<tel:401%20439%208147>

southpark.la<<http://southpark.la>> | fb.com/southparklosangeles<<http://fb.com/southparklosangeles>>

Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346<tel:866-560-9346>

From: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>>

Date: Friday, December 9, 2016 5:25 PM

To: Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>>

Cc: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>>

Subject: Re: SPBID Renewal Check-in

My apologies. I have had a family emergency this week and have been almost entirely away from my laptop. I will get it to you asap.

On Dec 9, 2016 2:29 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>> wrote:

Tara checking in on forwarding the database.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120<tel:213%20663%201120>

24/7: 866 560 9346<tel:866%20560%209346>

From: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>>

Date: Wednesday, December 7, 2016 at 12:50 PM

To: Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>>

Cc: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>>

Subject: Re: SPBID Renewal Check-in

I enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that I will forward late this evening or tomorrow. I will be away from my laptop until then (busy day running around LA in traffic....)

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When

you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120<tel:213%20663%201120>

24/7: 866 560 9346<tel:866%20560%209346>

From: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>>

Date: Tuesday, December 6, 2016 at 1:29 PM

To: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>>

Cc: Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>>

Subject: Re: SPBID Renewal Check-in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow.

Ellen Riotto

Director of Communications & Policy

[cid:image002.png@01D2525A.A999AA00]

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>> | o. 213 663 1110<tel:213%20663%201110> | c. 401 439 8147<tel:401%20439%208147>

southpark.la<<http://southpark.la>> | fb.com/southparklosangeles<<http://fb.com/southparklosangeles>>

Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346<tel:866-560-9346>

From: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>>

Date: Saturday, December 3, 2016 9:20 AM

To: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>>

Cc: Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>>

Subject: Re: SPBID Renewal Check-in

I was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. I will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

Error! Filename not specified.

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>> | o. 213 663 1110<tel:213%20663%201110> | c. 401 439 8147<tel:401%20439%208147>

southpark.la<<http://southpark.la>> | fb.com/southparklosangeles<<http://fb.com/southparklosangeles>>

Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346<tel:866-560-9346>

From: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>>

Date: Monday, November 28, 2016 4:14 PM

To: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>>

Cc: Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>>

Subject: Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit

the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on all sides, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,

Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>> wrote:

Thanks for getting this convo started, Katie.

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

Error! Filename not specified.

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>> | o. 213 663 1110<tel:213%20663%201110> | c. 401 439

8147<tel:401%20439%208147>

[southpark.la](http://southpark.la)<<http://southpark.la>> | [fb.com/southparklosangeles](http://fb.com/southparklosangeles)<<http://fb.com/southparklosangeles>>

Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346<tel:866-560-9346>

From: Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>>>

Date: Monday, November 28, 2016 3:37 PM

To: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)<<mailto:tara@devine-strategies.com>>>

Cc: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)<<mailto:ellen@southpark.la>>>

Subject: SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

Error! Filename not specified.

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la)<<mailto:katie@southpark.la>> | o. 213 663 1120<tel:213%20663%201120>

Check out our new website: [www.southpark.la](http://www.southpark.la)<<http://www.southpark.la>>

[fb.com/SouthParkLosAngeles](http://fb.com/SouthParkLosAngeles)<<http://fb.com/SouthParkLosAngeles>> | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: 866-560-9346<tel:866-560-9346>

<image002.png>

<image001.png>

<Copy of South Park BID Renewal - APN sort merged dbase v1.0 9-26-16 9 PM - final draft.xlsx>

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Friday, December 9, 2016 at 8:27:31 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto  
**Attachments:** image001.png, image002.png

Tara with a family emergency, no sweat. Sending your family positive energy and happy thoughts.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Ellen Riotto <ellen@southpark.la>  
**Date:** Friday, December 9, 2016 at 5:44 PM  
**To:** Tara Devine <tara@devine\_strategies.com>, Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SPBID Renewal Check in

Oh no! Hope everything is ok, Tara.

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: 866 560 9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Friday, December 9, 2016 5:25 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

My apologies. I have had a family emergency this week and have been almost entirely away from my laptop. I will get it to you asap.

On Dec 9, 2016 2:29 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara checking in on forwarding the database.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, December 7, 2016 at 12:50 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check in

I enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that I will forward late this evening or tomorrow. I will be away from my laptop until then (busy day running around LA in traffic....)

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:



Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over the weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wondering if you were able to resubmit the database this week

Thanks and looking forward to our meeting next Tuesday

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tabs/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tabs. Should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

E en

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Friday, December 9, 2016 at 5:44:20 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine, Katie Kiefer  
**Attachments:** image001.png, SOUTH\_PARK\_PRIMARY\_Fully Green[230].png

Oh no! ope everyth ng s ok, Tara.

Ellen Riotto

Interim Executive Director



South Park Business Improvement District  
1100 S Flower St Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: 866-560-9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Friday, December 9, 2016 5:25 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

My apologies. I have had a family emergency this week and have been almost entirely away from my laptop. I will get it to you asap.

On Dec 9, 2016 2:29 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara checking in on forwarding the database.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, December 7, 2016 at 12:50 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that I will forward late this evening or tomorrow. I will be away from my laptop until then (busy day running around LA in traffic....)

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.a](mailto:katie@southpark.a)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devinestrategies.com](mailto:tara@devinestrategies.com)>

**Date:** Tuesday, December 6, 2016 at 1:29 PM

**To:** Ellen Riotto <[ellen@southpark.a](mailto:ellen@southpark.a)>

**Cc:** Katie Kiefer <[katie@southpark.a](mailto:katie@southpark.a)>

**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.a](mailto:ellen@southpark.a)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.a](mailto:ellen@southpark.a) o [213 663 1110](tel:2136631110) c [401 439 8147](tel:4014398147)

[southpark.a](http://southpark.a) [fb.com/southparkosangees](https://fb.com/southparkosangees) Instagram/Twitter: @southpark.a

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) o 213.663.1110 c 401.439.8147

[southpark.la](http://southpark.la) [fb.com/southparkosangeles](https://www.facebook.com/southparkosangeles) Instagram/Twitter: @southpark.la

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Monday, November 28, 2016 4:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. We hope we will resubmit the database this week.

We also hope to submit the MDP next week so that we might get a round of comments before the holidays. We are going to submit it to Rick without the tables/figures as we do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. Should have a bigger update for you in the next 10 days or so.

agree t wou d be good to meet thought about do ng so ast month, but w th Jess ca s departure and your annua meeting, figured t cou d wa t a b t! How s the trans tion go ng for both of you?

The 6th and the 9th are both great for me does e ther work we for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "E en R otto" <[ellen@southpark.a](mailto:ellen@southpark.a)> wrote:

Thanks for getting th s convo started, Katie

Tara, d ove to get together n person f you re ab e What s your ava ab ty next week or the week after?

Best,

E en

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S F ower St Su te #3400, Los Ange es, CA 90015

[ellen@southpark.a](mailto:ellen@southpark.a) o [213.663.1110](tel:213.663.1110) c [401.439.8147](tel:401.439.8147)

[southpark.a](#) [fb.com/southpark.osange.es](#) nstagram/Tw tter: @southpark.a

24/7 D SPATCH: [866.560.9346](tel:866.560.9346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Monday, November 28, 2016 3:37 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Friday, December 9, 2016 at 2:28:59 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto  
**Attachments:** image001.png

Tara checking in on forwarding the database.



THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Wednesday, December 7, 2016 at 12:50 PM  
**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: SPBID Renewal Check in

I enjoyed the meeting as well. Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that I will forward late this evening or tomorrow. I will be away from my laptop until then (busy day running around LA in traffic....)

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](http://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Saturday, December 3, 2016 9:20 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto  
Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](http://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. We hope we will resubmit the database this week.

We also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. Should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark\\_la](mailto:ellen@southpark_la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark\\_la](mailto:ellen@southpark_la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark\\_la](http://southpark_la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark\\_la](mailto:katie@southpark_la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark\\_la](mailto:ellen@southpark_la)>

**Subject:** SPBID Renewal Check-in

Tara - hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark\\_la](mailto:katie@southpark_la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark\\_la](http://www.southpark_la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Wednesday, December 7, 2016 at 3:49:09 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png, SOUTH\_PARK\_PRIMARY\_Fully Green[199].png

Thanks Tara. Another question that came up during my meeting with Streetp us: I've asked them to put together a proposal for a budget for renewal (basically, a project on for 2018-2023). I'm asking LA Conservation Corps for the same analysis for clean services. When do I need to decide on these budgets for clean and safe and how does that get factored into the MDP?

Thanks,

Ellen

Ellen Riotto



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Wednesday, December 7, 2016 12:50 PM

**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I enjoyed the meeting as we . Nice to get to know you both better and help you understand what lies ahead as you will become more directly involved next year.

I have a draft of the database that I will forward late this evening or tomorrow. I will be away from my laptop until then (busy day running around LA in traffic....)

On Dec 7, 2016 10:56 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Tuesday, December 6, 2016 at 1:29 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.a](mailto:ellen@southpark.a)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.a](mailto:ellen@southpark.a) o [213.663.1110](tel:213.663.1110) c [401.439.8147](tel:401.439.8147)

[southpark.a](http://southpark.a) [fb.com/southparkosangees](https://fb.com/southparkosangees) nstagram/Twitter: @southpark.a

24/7 DISPATCH: [866.560.9346](tel:866.560.9346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Saturday, December 3, 2016 9:20 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.a](mailto:ellen@southpark.a)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.a](mailto:ellen@southpark.a) o [213.663.1110](tel:213.663.1110) c [401.439.8147](tel:401.439.8147)

[southpark.a](#) [fb.com/southparkosangees](https://fb.com/southparkosangees) nstagram/Twitter: @southpark.a

24/7 DISPATCH: [866.560.9346](tel:866.560.9346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How's the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.a](mailto:ellen@southpark.a)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S Flower St Suite #3400, Los Angeles, CA 90015

[ellen@southpark.a](mailto:ellen@southpark.a) o [213.663.1110](tel:213.663.1110) c [401.439.8147](tel:401.439.8147)

[southpark.a](#) [fb.com/southparkosangees](https://fb.com/southparkosangees) nstagram/Twitter: @southpark.a

24/7 DISPATCH: [866.560.9346](tel:866.560.9346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Monday, November 28, 2016 3:37 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213.663.1120](tel:213.663.1120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)



**Subject:** Re: SPBID Renewal Check-in  
**Date:** Wednesday, December 7, 2016 at 11:14:22 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Katie Kiefer, Tara Devine  
**Attachments:** image001.png, SOUTH\_PARK\_PRIMARY\_Fully Green[186].png

Ditto! Thank you, Tara!

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: 866 560 9346

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Wednesday, December 7, 2016 10:56 AM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](http://866.560.9346)

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Saturday, December 3, 2016 9:20 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. We hope we will resubmit the database this week.

We also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on assessments, and Rick has okayed submitting without tables. Should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara, I hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Wednesday, December 7, 2016 at 10:56:07 AM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine

**CC:** Ellen Riotto  
**Attachments:** image001.png

Tara thank you for the time yesterday and running us thru all things BID renewal; very much appreciated. When you get a chance, please forward the database for Ellen and I to review.

Enjoyed catching up at the CCA holiday party last night. Have a great rest of the week.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Tuesday, December 6, 2016 at 1:29 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SPBID Renewal Check in

Parking now. Will be upstairs momentarily.

On Dec 5, 2016 9:20 AM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thank you, Tara! Looking forward to seeing you tomorrow

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Saturday, December 3, 2016 9:20 AM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over this weekend. We will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

H Tara,

Wondering if you were able to resubmit the database this week

Thanks and looking forward to our meeting next Tuesday

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. Should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me. Does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

**Error! Filename not specified.**

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Monday, November 28, 2016 3:37 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer  
Operations Manager

**Error! Filename not specified.**

South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Monday, December 5, 2016 at 9:20:03 AM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** SOUTH\_PARK\_PRIMARY\_Fully Green[129].png

Thank you, Tara! Looking forward to seeing you tomorrow.

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: 866-560-9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Saturday, December 3, 2016 9:20 AM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

I was out yesterday, but wanted to get back to you. We did not complete the database but are continuing to work on it over the weekend. I will have an update for you when we meet on Tuesday if not before.

On Dec 2, 2016 2:24 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:  
Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: 866-560-9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How's the transition going for both of you?



The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie.

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866-560-9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara - hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager



South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Friday, December 2, 2016 at 2:23:59 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**CC:** Katie Kiefer  
**Attachments:** image001.png, SOUTH\_PARK\_PRIMARY\_Fully Green[1450].png, SOUTH\_PARK\_PRIMARY\_Fully Green[104].png

Tara,

Wondering if you were able to resubmit the database this week.

Thanks and looking forward to our meeting next Tuesday.

Best,

Ellen

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Date:** Monday, November 28, 2016 4:14 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Subject:** Re: SPBID Renewal Check-in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on a side, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How's the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie.

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Monday, November 28, 2016 3:37 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager



South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:213-663-1120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Tuesday, November 29, 2016 at 1:09:33 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Katie Kiefer, Tara Devine  
**Attachments:** SOUTH\_PARK\_PRIMARY\_Fully Green[12].png

Thank you both! Very much looking forward to meeting you, Tara.

See you next week.

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: 866 560 9346

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Tuesday, November 29, 2016 10:33 AM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check-in

Great, calendar invite to be sent shortly.

THX.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Date:** Tuesday, November 29, 2016 at 10:33 AM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

1:30-3:30 is good.

On Nov 29, 2016 10:30 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara rather than 12/9, what's your availability to meet between 1:30 -5P on 12/6? We'd like to meet sooner rather than later.

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Monday, November 28, 2016 at 7:14 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Subject:** Re: SPBID Renewal Check in

12/9 is wide open. How's 10am at our office? Thank you both.

-----

Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Nov 28, 2016, at 6:58 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Much appreciated, know you have our back and are very thankful for that.

Ellen what's your availability 12/6 or 12/9?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:213-663-1120)  
  
24/7: [866 560 9346](tel:866-560-9346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Monday, November 28, 2016 at 6:50 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Yes, it is still a possibility, although I will do everything within my power to avoid it.

Given how late our database was submitted, I can only push them so hard right now.  
Next year, when the Clerk is bogging down on MDP/ER review, I can push much harder.

On Nov 28, 2016 4:34 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Both days work well to meet for me.

Thanks for the database and MDP updates; much appreciated. With these details, are we still in the grey area for whether or not we will need to do manual billing?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Monday, November 28, 2016 at 4:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on all sides, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:



Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

<image001.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara, I hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

<image002.png>

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: SPBID Renewal Check-in

**Date:** Tuesday, November 29, 2016 at 10:33:40 AM Pacific Standard Time

**From:** Katie Kiefer

**To:** Tara Devine

**CC:** Ellen Riotto

Great, calendar invite to be sent shortly.

THX.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine-strategies.com>

**Date:** Tuesday, November 29, 2016 at 10:33 AM

**To:** Katie Kiefer <katie@southpark.la>

**Cc:** Ellen Riotto <ellen@southpark.la>

**Subject:** Re: SPBID Renewal Check in

1:30-3:30 is good.

On Nov 29, 2016 10:30 AM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Tara rather than 12/9, what's your availability to meet between 1:30 -5P on 12/6? We'd like to meet sooner rather than later.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Date:** Monday, November 28, 2016 at 7:14 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Subject:** Re: SPBID Renewal Check in

12/9 is wide open. How's 10am at our office? Thank you both.

-----  
Ellen Riotto  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213-663-1110](tel:213-663-1110)  
c. [401-439-8147](tel:401-439-8147)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

On Nov 28, 2016, at 6:58 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Much appreciated, know you have our back and are very thankful for that.

Ellen what's your availability 12/6 or 12/9?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:213-663-1120)  
  
24/7: [866 560 9346](tel:866-560-9346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Monday, November 28, 2016 at 6:50 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Yes, it is still a possibility, although I will do everything within my power to avoid it.

Given how late our database was submitted, I can only push them so hard right now.  
Next year, when the Clerk is bogging down on MDP/ER review, I can push much harder.

On Nov 28, 2016 4:34 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Both days work well to meet for me.

Thanks for the database and MDP updates; much appreciated. With these details, are we still in the grey area for whether or not we will need to do manual billing?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Monday, November 28, 2016 at 4:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on all sides, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara, I hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager



South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in

**Date:** Tuesday, November 29, 2016 at 10:30:04 AM Pacific Standard Time

**From:** Katie Kiefer

**To:** Tara Devine

**CC:** Ellen Riotto

Tara rather than 12/9, what's your availability to meet between 1:30 -5P on 12/6? We'd like to meet sooner rather than later.

Katie Kiefer

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1120

24/7: 866 560 9346

---

**From:** Ellen Riotto <ellen@southpark.la>

**Date:** Monday, November 28, 2016 at 7:14 PM

**To:** Katie Kiefer <katie@southpark.la>

**Cc:** Tara Devine <tara@devine strategies.com>

**Subject:** Re: SPBID Renewal Check in

12/9 is wide open. How's 10am at our office? Thank you both.

-----

Ellen Riotto

South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213-663-1110

c. 401-439-8147

24/7: 866-560-9346

Sent from my iPhone

On Nov 28, 2016, at 6:58 PM, Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Much appreciated, know you have our back and are very thankful for that.

Ellen what's your availability 12/6 or 12/9?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Monday, November 28, 2016 at 6:50 PM  
**To:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

Yes, it is still a possibility, although I will do everything within my power to avoid it.

Given how late our database was submitted, I can only push them so hard right now. Next year, when the Clerk is bogging down on MDP/ER review, I can push much harder.

On Nov 28, 2016 4:34 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Both days work well to meet for me.

Thanks for the database and MDP updates; much appreciated. With these details, are we still in the grey area for whether or not we will need to do manual billing?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Monday, November 28, 2016 at 4:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on all sides, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark-la](mailto:ellen@southpark-la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy

<image001.png>

South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark-la](mailto:ellen@southpark-la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark-la](http://southpark-la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark-la](mailto:katie@southpark-la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark-la](mailto:ellen@southpark-la)>

**Subject:** SPBID Renewal Check-in

Tara I hope you had an enjoyable Thanksgiving weekend.



Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager

<image002.png>

South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:866-560-9346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Monday, November 28, 2016 at 6:58:47 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto  
**Attachments:** image001.png, image002.png

Much appreciated, know you have our back and are very thankful for that.

Ellen what's your availability 12/6 or 12/9?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Monday, November 28, 2016 at 6:50 PM  
**To:** Katie Kiefer <katie@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: SPBID Renewal Check in

Yes, it is still a possibility, although I will do everything within my power to avoid it.

Given how late our database was submitted, I can only push them so hard right now. Next year, when the Clerk is bogging down on MDP/ER review, I can push much harder.

On Nov 28, 2016 4:34 PM, "Katie Kiefer" <[katie@southpark.la](mailto:katie@southpark.la)> wrote:

Both days work well to meet for me.

Thanks for the database and MDP updates; much appreciated. With these details, are we still in the grey area for whether or not we will need to do manual billing?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. [213 663 1120](tel:2136631120)

24/7: [866 560 9346](tel:8665609346)

---

**From:** Tara Devine <[tara@devine\\_strategies.com](mailto:tara@devine_strategies.com)>  
**Date:** Monday, November 28, 2016 at 4:14 PM  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Cc:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Subject:** Re: SPBID Renewal Check in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on all sides, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto

Director of Communications & Policy



South Park Business Improvement District

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)

[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla

24/7 DISPATCH: [866 560 9346](tel:8665609346)

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>

**Date:** Monday, November 28, 2016 3:37 PM

**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** SPBID Renewal Check-in

Tara, I hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer

Operations Manager



South Park Business Improvement District

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)

Check out our new website: [www.southpark.la](http://www.southpark.la)

[fb.com/SouthParkLosAngeles](https://fb.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA

24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Monday, November 28, 2016 at 4:34:32 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine, Ellen Riotto  
**Attachments:** image001.png, image002.png

Both days work well to meet for me.

Thanks for the database and MDP updates; much appreciated. With these details, are we still in the grey area for whether or not we will need to do manual billing?

Katie Kiefer  
South Park BID  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
o. 213 663 1120

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine-strategies.com>  
**Date:** Monday, November 28, 2016 at 4:14 PM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Cc:** Katie Kiefer <katie@southpark.la>  
**Subject:** Re: SPBID Renewal Check in

The Clerk has given us database comments and changes that we are currently working on. I hope we will resubmit the database this week.

I also hope to submit the MDP next week so that we might get a round of comments before the holidays. I am going to submit it to Rick without the tables/figures as I do not think we will have database resolution for several more weeks unless processing goes more quickly than usual. Usually they do not want the MDP until the first set of database work is done, but there were delays on all sides, and Rick has okayed submitting without tables. I should have a bigger update for you in the next 10 days or so.

I agree it would be good to meet. I thought about doing so last month, but with Jessica's departure and your annual meeting, I figured it could wait a bit! How is the transition going for both of you?

The 6th and the 9th are both great for me - does either work well for you?

Warmest regards,  
Tara

On Nov 28, 2016 3:51 PM, "Ellen Riotto" <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Thanks for getting this convo started, Katie

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. [213 663 1110](tel:2136631110) | c. [401 439 8147](tel:4014398147)  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://fb.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: [866 560 9346](tel:8665609346)

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Monday, November 28, 2016 3:37 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer  
Operations Manager



South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. [213 663 1120](tel:2136631120)  
Check out our new website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: [866-560-9346](tel:8665609346)

**Subject:** Re: SPBID Renewal Check-in  
**Date:** Monday, November 28, 2016 at 3:51:40 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Katie Kiefer, Tara Devine  
**Attachments:** image001.png, SOUTH\_PARK\_PRIMARY\_Fully Green[1450].png

Thanks for getting this convo started, Katie.

Tara, I'd love to get together in person if you're able. What's your availability next week or the week after?

Best,

Ellen

Ellen Riotto  
Director of Communications & Policy



South Park Business Improvement District  
1100 S. Flower St. Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1110 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) Instagram/Twitter: @southparkla  
24/7 DISPATCH: 866 560 9346

---

**From:** Katie Kiefer <[katie@southpark.la](mailto:katie@southpark.la)>  
**Date:** Monday, November 28, 2016 3:37 PM  
**To:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**Cc:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** SPBID Renewal Check-in

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer  
Operations Manager



South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. 213 663 1120  
Check out our new website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346



**Subject:** SPBID Renewal Check-in  
**Date:** Monday, November 28, 2016 at 3:37:42 PM Pacific Standard Time  
**From:** Katie Kiefer  
**To:** Tara Devine  
**CC:** Ellen Riotto  
**Attachments:** image001.png

Tara hope you had an enjoyable Thanksgiving weekend.

Now that December is sneaking up around the corner, wanted to check in on how the databases and MDP is coming along? I connected with Rick Scott a week or so back, on an unrelated topic, and he wanted to check in on our renewal status as he knew our databases were a bit of a hassle for us.

Also, with Ellen taking over for Jessica at the beginning of the new year, recommending we connect to get Ellen up to speed, discuss renewal details thus far as well as start formalizing a 2017 schedule. Let us know what works well for you.

Katie Kiefer  
Operations Manager



South Park Business Improvement District  
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015  
[katie@southpark.la](mailto:katie@southpark.la) | o. 213 663 1120  
Check out our new website: [www.southpark.la](http://www.southpark.la)  
[fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Tuesday, January 10, 2017 at 8:28:35 AM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center  
**Attachments:** BID\_20170110\_040000AM.pdf, BID\_20170110\_040000AM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Tue, Jan 10, 2017 at 8:25 AM

Subject: Fwd: LA City Planning BID Case report

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>

Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org)>

Date: Tue, Jan 10, 2017 at 4:00 AM

Subject: LA City Planning BID Case report

To:

#### NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Rocky Wiles, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact [Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Checking in  
**Date:** Thursday, January 5, 2017 at 3:07:27 PM Pacific Standard Time  
**From:** Ellen Riotto  
**To:** Tara Devine  
**Attachments:** image001.png

Hi Tara,

Happy New Year! I just left you a vm but figured I'd follow up with an email in case this is a better way to reach you. First, I'm wondering if we have an update from Ed about when he can get to the ER. Secondly, do you have an easy-to-read breakdown of how the assessment is calculated? I know it's a pretty complicated

formula, and we have a few property owners who are asking for an explanation. I'll share what's laid out in the MDP, but it's not very user-friendly.

Thanks in advance!

Ellen

Ellen Riotto  
Interim Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [fb.com/SouthParkLosAngeles](https://www.facebook.com/SouthParkLosAngeles) | Twitter/Instagram @SouthParkLA  
24/7 DISPATCH: 866-560-9346

**Subject:** Fwd: City'of Los Angeles Sidewalk Repair Program Information  
**Date:** Friday, December 30, 2016 at 6:16:42 AM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center  
**Attachments:** SAFE Sidewalk Flyer.jpg, SAFE Sidewalk Flyer.pdf, SAFE Sidewalks LA program copy.docx

Hi,

Attached is a brief writeup regarding the City's sidewalk repair program that has started, including the program's website link: [www.sidewalks.lacity.org](http://www.sidewalks.lacity.org) and a flyer in pdf and jpeg formats

We've been asked to share this information with the Business Improvement Districts.

If you have any questions or need more information, please call:

Paul Gomez  
Principal Public Relations Representative  
Public Affairs Office  
City of Los Angeles Public Works  
ph: 213-978-0316.  
email: Paul Gomez <[paul.gomez@lacity.org](mailto:paul.gomez@lacity.org)>

--

Thank You,

Paul Gomez  
Principal Public Relations Representative  
Public Affairs Office  
City of Los Angeles Public Works  
[213-978-0316](tel:213-978-0316)

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Tuesday, December 27, 2016 at 8:07:43 AM Pacific Standard Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Duke Dulgarian, Ellen Riotto, Estela Lopez, Joseph Mariani Jr., Josh Kreger, Katie Kiefer, Kerry Morrison, Laurie Sale, Leslie Elkan, Marie Rumsey, Miguel Vargas, Nick Griffin, Patti MacJennett, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Timothy Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center  
**Attachments:** BID\_20161227\_040000AM.pdf, BID\_20161227\_040000AM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Tue, Dec 27, 2016 at 7:20 AM

Subject: Fwd: LA City Planning BID Case report

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>

Cc: "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>, "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org)>

Date: Tue, Dec 27, 2016 at 4:00 AM

Subject: LA City Planning BID Case report

To:

NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Rocky Wiles, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact [Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk



213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Thursday, November 3, 2016 at 9:03:41 AM Pacific Daylight Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Adam Burke, Andrew Thomas, Blair Besten, Danielle Condit, Donald Duckworth, Duke Dulgarian, Ellen Riotto, Gary Russell, Jeff Chodorow, Jessica Lall, Jim Omahen, John Walker, Joseph Mariani Jr., Josh Kreger, juliannakf@gmail.com, Katie Kiefer, Kent Smith, Kerry Morrison, Laurie Sale, Leslie Elkan, Leslie Elkan, Leslie Elkan, Marie Rumsey, Media District, Miguel Vargas, Misty Iwatsu, Nick Griffin, Noah Strouse, Patti MacJennett, Raquel Beard, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Vicki Nussbaum, wilmingtongchamber,

Wilshire Center

**Attachments:** BID\_20161101\_040000AM.pdf, BID\_20161101\_040000AM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Tue, Nov 1, 2016 at 10:21 AM

Subject: Fwd: LA City Planning BID Case report

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene"

<[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>

Cc: "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>, "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>, Jasmine Ramos <[jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org)>

----- Forwarded message -----

From: <[Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org)>

Date: Tue, Nov 1, 2016 at 4:00 AM

Subject: LA City Planning BID Case report

To:

NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Rocky Wiles, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact [Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Tuesday, October 18, 2016 at 7:44:48 AM Pacific Daylight Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Andrew Thomas, Blair Besten, Danielle Condit, Donald Duckworth, Duke Dulgarian, Ellen Riotto, Gary Russell, Jeff Chodorow, Jessica Lall, Jim Omahen, John Walker, Joseph Mariani Jr., Josh Kreger, juliannakf@gmail.com, Kent Smith, Kerry Morrison, Laurie Sale, Leslie Elkan, Leslie Elkan, Leslie Elkan, marcie@marcieps.com, Marie Rumsey, Media District, Miguel Vargas, Misty Iwatsu, Neil Tanouye, Nick Griffin, Noah Strouse, Patti MacJennett, Raquel Beard, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki,

Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Vicki Nussbaum, wilmingtonchamber,  
Wilshire Center

**Attachments:** BID\_20161018\_040000AM.pdf, BID\_20161018\_040000AM.csv

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Tue, Oct 18, 2016 at 7:35 AM

Subject: Fwd: LA City Planning BID Case report

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene"

<[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>

Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

FYI

----- Forwarded message -----

From: <[Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org)>

Date: Tue, Oct 18, 2016 at 4:00 AM

Subject: LA City Planning BID Case report

To:

NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Rocky Wiles, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact [Rocky.Wiles@lacity.org](mailto:Rocky.Wiles@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Wednesday, September 14, 2016 at 1:08:52 PM Pacific Daylight Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Andrew Thomas, Blair Besten, Danielle Condit, Donald Duckworth, Duke Dulgarian, Ellen Riotto, Gary Russell, Jeff Chodorow, Jessica Lall, Jim Omahen, John Walker, Joseph Mariani Jr., Josh Kreger, juliannakf@gmail.com, Kent Smith, Kerry Morrison, Laurie Sale, Leslie Elkan, Leslie Elkan, Leslie Elkan, marcie@marcieps.com, Marie Rumsey, Media District, Miguel Vargas, Misty Iwatsu, Neil Tanouye, Nick Griffin, Noah Strouse, Patti

MacJennett, Raquel Beard, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Vicki Nussbaum, wilmingtonchamber, Wilshire Center

**Attachments:** BID\_20160823\_040000AM.pdf, BID\_20160823\_040000AM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Wed, Sep 14, 2016 at 12:49 PM

Subject: Fwd: LA City Planning BID Case report

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>

Cc: "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>, "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Iris.Fagar-Awakuni@lacity.org](mailto:Iris.Fagar-Awakuni@lacity.org)>

Date: Tue, Aug 23, 2016 at 4:00 AM

Subject: LA City Planning BID Case report

To:

#### NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Iris Fagar-Awakuni, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact Iris Fagar-Awakuni at [\(213\) 978-1249](tel:213-978-1249) or [Iris.Fagar-Awakuni@lacity.org](mailto:Iris.Fagar-Awakuni@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_)

[content/lacityp\\_026712.png](#)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Tuesday, September 6, 2016 at 8:40:12 AM Pacific Daylight Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Andrew Thomas, Blair Besten, Danielle Condit, Donald Duckworth, Duke Dulgarian, Ellen Riotto, Gary Russell, Jeff Chodorow, Jessica Lall, Jim Omahen, John Walker, Joseph Mariani Jr., Josh Kreger, juliannakf@gmail.com, Kent Smith, Kerry Morrison, Laurie Sale, Leslie Elkan, Leslie Elkan, Leslie Elkan, marcie@marcieps.com, Marie Rumsey, Media

District, Miguel Vargas, Misty Iwatsu, Neil Tanouye, Nick Griffin, Noah Strouse, Patti MacJennett, Raquel Beard, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Vicki Nussbaum, wilmingtonchamber, Wilshire Center

**Attachments:** BID\_20160906\_040000AM.pdf, BID\_20160906\_040000AM.csv

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Tue, Sep 6, 2016 at 8:20 AM

Subject: Fwd: LA City Planning BID Case report

To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>

Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Iris.Fagar-Awakuni@lacity.org](mailto:Iris.Fagar-Awakuni@lacity.org)>

Date: Tue, Sep 6, 2016 at 4:00 AM

Subject: LA City Planning BID Case report

To:

NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Iris Fagar-Awakuni, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact Iris Fagar-Awakuni at [\(213\) 978-1249](tel:213-978-1249) or [Iris.Fagar-Awakuni@lacity.org](mailto:Iris.Fagar-Awakuni@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)



--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)

**Subject:** Re: Hi Quick media question  
**Date:** Wednesday, August 24, 2016 at 3:53:58 PM Pacific Daylight Time  
**From:** Jessica Lall  
**To:** Tara Devine  
**CC:** Ellen Riotto

**Attachments:** image001.png

Thanks, Tara. This is super helpful.

Jessica Lall  
South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1112  
c. 213 820 0837

24/7: 866 560 9346

---

**From:** Tara Devine <tara@devine\_strategies.com>  
**Date:** Tuesday, August 23, 2016 at 6:42 PM  
**To:** Jessica Lall <jessica@southpark.la>  
**Cc:** Ellen Riotto <ellen@southpark.la>  
**Subject:** Re: FW: Hi Quick media question

Sorry for the late reply. Venice went to council today and we did ballot tabulation afterwards. It was almost 4 pm by the time I got to eat today! Results tomorrow, but we passed (unofficially) by more than 76% :) Collapsing in exhaustion and back in council tomorrow.

Re: SOTB Report - I have no objections. If you want, check with Miranda, but since it was gov't funded, I view it as a public document.

RE: SPII. I searched my emails and came up with the unofficial total (the one when they count the ballots but before they report in Council the next day)....and it was 85.39%. I also found the letter I drafted in November telling owners about the start of services and it says "more than 85% of owners." I don't see the official in my files, but it might be in the CF. I will look.

I have zero idea what the average would be - any answer I would give would be purely intuitive/anecdotal and not statistically based. Clerk may have that stat (but I doubt it.) Miranda is out today, FYI. Not sure if she is back tomorrow.

If the final approval % is routinely reported in the CF, it could be compiled but would take some time. The clerk's website has a spreadsheet online that has links to every BID's CF. But that would take someone clicking and skimming those reports for about two hours to compile those figures, add and average :)

In at least half of BIDs, I also expect the % approval for renewals would trend a good bit higher than for establishments (since esteem of BIDs tends to improve with actual operations under their belt.)

Let me know if you need anything else!

On Aug 23, 2016 5:35 PM, "Jessica Lall" <[jessica@southpark.la](mailto:jessica@southpark.la)> wrote:

FYI –

Our good friend got to the news J

Not to stress – I spoke with him for about 40min, he is coming to our board mtg Thursday and is very reasonable and rationale – looking at it from the “few disgruntled property owners” vs bigger picture.

2 quick questions in preparation:

- Can I share the new State of the BIDs report with him?
- What % was South Park II approved with – and do we have the documentation? I think it was 82%?
- Do you know – or where to find – what the approx. average approval rating of each BID is?

Thank you!

**Jessica Lall**  
South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. [213 663 1112](tel:2136631112)

c. [213 820 0837](tel:2138200837)

24/7: [866 560 9346](tel:8665609346)

---

**From:** "Drechsler, Philip (NBCUniversal)" <[Philip.Drechsler@nbcuni.com](mailto:Philip.Drechsler@nbcuni.com)>

**Date:** Tuesday, August 23, 2016 at 4:39 PM

**To:** Jessica Lall <[jessica@southpark.la](mailto:jessica@southpark.la)>, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Subject:** Hi Quick media question

My name is Philip Drechsler. I am a producer at KNBC TV. If you have a minute could one of you please call me at your earliest convenience? I received a few calls regarding fees that are being charged to businesses for beautification. I would like to discuss it with you when you have a minute.

Thanks,

Phil

**Philip Drechsler**

Producer, NBC4

100 Universal City Plaza

Bldg. 2120-2, Universal City, CA 91608

o [818.684.2904](tel:818.684.2904) | c [818.736.7756](tel:818.736.7756)



**Subject:** FW: Hi Quick media question

**Date:** Tuesday, August 23, 2016 at 5:35:43 PM Pacific Daylight Time

**From:** Jessica Lall  
**To:** Tara Devine  
**CC:** Ellen Riotto  
**Attachments:** image001.png

FYI

Our good friend got to the news J

Not to stress I spoke with him for about 40min, he is coming to our board mtg Thursday and is very reasonable and rationale looking at it from the "few disgruntled property owners" vs bigger picture.

2 quick questions in preparation:

- Can I share the new State of the BIDs report with him?
- What % was South Park II approved with and do we have the documentation? I think it was 82%?
- Do you know or where to find what the approx. average approval rating of each BID is?

Thank you!

Jessica Lall  
South Park BID

1100 S. Flower St., Suite #3400, Los Angeles, CA 90015

o. 213 663 1112  
c. 213 820 0837

24/7: 866 560 9346

---

**From:** "Drechsler, Philip (NBCUniversal)" <Philip.Drechsler@nbcuni.com>  
**Date:** Tuesday, August 23, 2016 at 4:39 PM  
**To:** Jessica Lall <jessica@southpark.la>, Ellen Riotto <ellen@southpark.la>  
**Subject:** Hi Quick media question

My name is Philip Drechsler. I am a producer at KNBC TV. If you have a minute could one of you please call me at your earliest convenience? I received a few calls regarding fees that are being charged to businesses for beautification. I would like to discuss it with you when you have a minute.

Thanks,

Phil

**Philip Drechsler**

Producer, NBC4

100 Universal City Plaza

Bldg. 2120-2, Universal City, CA 91608

o 818.684.2904| c 818.736.7756



**Subject:** Suggestions on Vendor for Trashcan Signage?  
**Date:** Tuesday, August 16, 2016 at 6:58:58 AM Pacific Daylight Time  
**From:** Shahrenian, Nicole  
**To:** Gina T, Aaron Aulenta, Andrew Thomas, Blair Besten, Danielle Condit, Donald Duckworth, Duke Dulgarian, Gary Russell, Jeff Chodorow, Jessica Lall, Jim Omahen, John Walker, Joseph Mariani Jr., Josh Kreger, juliannakf@gmail.com, Kent Smith, Kerry Morrison, Laura Hill, Laurie Sale, Leslie Elkan, Leslie Elkan, Leslie Elkan, marcie@marcieps.com, Marie Rumsey, Media District, Miguel Vargas, Misty Iwatsu, Neil Tanouye, Nick Griffin, Noah Strouse, Patti MacJennett, Raquel Beard, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Vicki Nussbaum, wilmingtongchamber, Wilshire Center, jasmine@fashiondistrict.org, Aimiuwu Imudiase, Amy Luke, Ana Tapia, Andrew Thomas, Andy Pham, Anne Osman, Ariana Gomez, Barbara Romero, Brenda Shockley, Brian Miller, Brian Raboin, Capri Maddox, Carol Schatz, Cesar DeLa Cruz, Chris Serrano, Dan Hoffman, Darin French, Davilos Malila, Devin Strecker, Ellen Endo, Ellen Engelke, Eugene Van Cise, Frank Aguirre, George Yu, Heather Boylston, Henna Sherzai, Hurtado Daniel, Jackie Keene, Jeff Zarrinam, Joanne Kumamoto, Jose A. Gonzalez, Joseph ROuzan, Kathleen Rawson, Kathy Delle Donne, Katie Gibson, Katie Kiefer, Kraig Kojian, Laurie Hughes, Laurie Sale, Lori Moore, Marco Li Mandri, Mary Paterson, Matt Severson, Matt Szabo, Miranda Paster, Monica Carlos, Monica Rodriguez, Shahrenian, Nicole, Norma Fernandez, Paul Racs, Rana Ghadban, Rebecca Draper, Ron Lorenzen, Rosemary Hinkson, Salyna Cun, Sara Bilger, Seth Polen, Stef Dietrich, Stephen Robbins, Susan Levi, Sylvia Bianchi, Taneda Larios, Thomas Kneafsey, Tim Byk, Todd Steadmen, Grant Sunoo, Bowers Sons Cleaners Bowers Sons Cleaners, Jonathan Zeichner, pamela.perez@lacity.org, Rebecca Hutchinson  
**Priority:** High  
**Attachments:** image001.jpg, image002.jpg, image003.jpg, image004.jpg, image005.jpg, image006.jpg, image007.jpg, image008.jpg

Dear all:

The East Hollywood BID will be investing in new trashcans for our District. We would like to brand them with metal signage. Do any of you have recommendations on vendors who can create the branded signs for us?

Any advice would be greatly appreciated!

Warmest Regards,





do you really need to print this out?



## Nicole Janelle Shahanian

Vice President, Public Policy



7018 Hollywood Blvd.  
Hollywood, CA 90028  
Tel: 323 469 8311 ext. 28  
Direct: 323 785-1762  
Fax: 323 469 2805

Promoting Hollywood  
Assisting the Community  
Creating a Strong Economy  
Political & Legislative Action  
Networking & Promoting Your Business

[www.hollywoodchamber.net](http://www.hollywoodchamber.net) [www.wakoffame.com](http://www.wakoffame.com) [HollywoodEvents.com](http://HollywoodEvents.com)



**PREMIER INVESTORS CLUB** The Hollywood Chamber of Commerce deeply appreciates the support of our largest member investors, the Premier Investors Club for their help in furthering the Chamber's advocacy agenda.

PLATINUM LEVEL	GOLD LEVEL
 <b>VARIETY</b>	 <b>HOLLYWOOD MUSEUM</b> IN THE HISTORIC MAX FACTOR BUILDING
 <b>Film LA</b> inc.	
SILVER LEVEL	
 <b>HOLLYWOOD BOWL</b>	 <b>OCCIDENTAL</b> ENTERTAINMENT GROUP HOLDINGS
 <b>KAISER PERMANENTE</b> Los Angeles Medical Center	 <b>PARAMOUNT</b> CONTRACTORS & DEVELOPERS INCORPORATED
 <b>IRON MOUNTAIN</b> ENTERTAINMENT SERVICES	 <b>HDG</b> HARBOR DEVELOPMENT GROUP
 <b>HUDSON PACIFIC PROPERTIES</b>	
BRONZE LEVEL	
 <b>SoCalGas</b> Southern California Gas Company	 <b>Capitol</b> MUSIC GROUP
 <b>usbank</b>	 <b>CIM</b>
 <b>The Original FARMERS MARKET</b>	 <b>HOLLYWOOD RESIDENCES</b> A Paramount Community Development Company



**Subject:** Fwd: LA City Planning BID Case report  
**Date:** Tuesday, August 9, 2016 at 7:21:26 AM Pacific Daylight Time  
**From:** Rick Scott  
**To:** Aaron Aulenta, Andrew Thomas, Blair Besten, Danielle Condit, Donald Duckworth, Duke Dulgarian, Gary Russell, Jeff Chodorow, Jessica Lall, Jim Omahen, John Walker, Joseph Mariani Jr., Josh Kreger, juliannakf@gmail.com, Kent Smith, Kerry Morrison, Laura Hill, Laurie Sale, Leslie Elkan, Leslie Elkan, Leslie Elkan, marcie@marcieps.com, Marie Rumsey, Media District, Miguel Vargas, Misty Iwatsu, Neil Tanouye, Nick Griffin, Noah Strouse, Patti MacJennett, Raquel Beard, Rena Leddy, San Pedro Historic Waterfront PBID, Shirley Zawadzki, Steve Gibson, Susan Levi, Suzanne Holley, Tara Devine, Vicki Nussbaum, wilmingtinchamber, Wilshire Center  
**Attachments:** BID\_20160809\_040000AM.pdf, BID\_20160809\_040000AM.csv

FYI...

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
Date: Tue, Aug 9, 2016 at 7:19 AM  
Subject: Fwd: LA City Planning BID Case report  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>  
Cc: "Rader, Dennis" <[dennis.rader@lacity.org](mailto:dennis.rader@lacity.org)>, "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>

----- Forwarded message -----

From: <[Iris.Fagar-Awakuni@lacity.org](mailto:Iris.Fagar-Awakuni@lacity.org)>  
Date: Tue, Aug 9, 2016 at 4:00 AM  
Subject: LA City Planning BID Case report  
To:

NOTIFICATION OF NEW ENTITLEMENT APPLICATIONS    EARLY NOTIFICATION REPORT

To: Business Improvement District (BID) Contacts

From: Iris Fagar-Awakuni, BID Liaison

Subject: LA City Planning BID Case report

Attached is the Planning Department's bi-weekly Early Notification Report for Business Improvement Districts (BID's). The purpose of this report is to provide BID's with the earliest possible information about all applications for planning entitlements that have been filed in your BID area, even though not all applications are complete and some cases may eventually be withdrawn. Included in the report is contact information about the applicant so your BID can obtain more information about the project very early in the process. A separate report is shown for each BID. You will see that the report is provided in PDF and Excel formats.

The information in the report is sorted by BID. If there are any questions, please contact Iris Fagar-Awakuni at [\(213\) 978-1249](tel:213-978-1249) or [Iris.Fagar-Awakuni@lacity.org](mailto:Iris.Fagar-Awakuni@lacity.org).

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--

Rick Scott  
Neighborhood and Business Improvement District Division  
Office of the City Clerk  
213.978.1121 direct  
213.978.1099 main  
Fax 213.978.1130  
[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)